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Contract

CEFAS21-64 Creative Services Framework

Cefas

F03: Contract award notice

Notice identifier: 2021/S 000-029198

Procurement identifier (OCID): ocds-h6vhtk-02df3d

Published 23 November 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

Cefas

Pakefield Road

Lowestoft

NR33 0HT

Email

procure@cefas.co.uk

Telephone

+44 1502527766

Country

United Kingdom

NUTS code

UKH1 - East Anglia

Internet address(es)

Main address

www.cefas.co.uk

I.4) Type of the contracting authority

Ministry or any other national or federal authority

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

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

The Authority completes work for the UK government, international governments and private industry and are increasingly looking to engage with the aforementioned audiences and the public to share the key findings from science. These projects are either delivered on behalf of Cefas itself or managed by Cefas as part of wider project/programme delivery outreach and communication deliverables.

To help Cefas meet the increasing need to communicate with these audiences, the Authority requires to engage a variety of organisations to cover the expanding 'Creative Services' requirement by generating a Creative Services framework delivered over 3 Lots as described below. 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.

Examples of previous work are included in the Tender package to provide the Tenderer with information on minimum expectation – please do not share or distribute these without the prior permission of Cefas.

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

Lot 3 - Communications & Editorial Strategy

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £750,000

II.2) Description

II.2.1) Title

Graphic Design

Lot No

1

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

- 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

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

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

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 and 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) and 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

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

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-022478](#)

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

400 Communications

57 Hatton gardens, London, EC1N 8HO

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Aztec Media

8 Buckland Road, Pen Mill Trading Estate, Yeovill, Somerset, BA21 5EA

Yeovill

BA21 5EA

Country

United Kingdom

NUTS code

- UKK23 - Somerset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Bell Integrated Communications

2nd Floor, Nthumberland house, 155-157 Great Portland Street, Marylebone, London,
W1W 6QP

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BFBS

Chalfont Grove, Narcot Lane, Chalfont St Peter, Buckinghamshire, SL9 8TN

Chalfont St Peter

SL9 8TN

Country

United Kingdom

NUTS code

- UKJ13 - Buckinghamshire CC

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Bread and Butter Creative

The Studio, The Garth, Yarnton, Oxford, OX5 1NA

Yarnton, Oxford

OX5 1NA

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Mindfully Wired Communications

13 Keyford Gardens, Frome, Somerset, BA11 1JY

Frome

BA11 1JY

Country

United Kingdom

NUTS code

- UKK23 - Somerset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Morton Ward

12a Timber Bush, Edinburgh, Midlothian, EH6 6QH

Edinburgh

EH6 6QH

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Navig8

The Galley, 6 Charlotte Place, London, W1T 1SG

London

W1T 1SG

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

1

Title

Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 November 2021

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

On Screen Productions

Ashbourne House, Chepstow, Monmouthshire, NP16 5GA

Chepstow

NP16 5GA

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £30,000

Section V. Award of contract

Lot No

2

Title

Audio Visual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BFBS

Chalfont Grove, Narcot Lane, Chalfont St Peter, Buckinghamshire, SL9 8TN

Chalfont St Peter

SL9 8TN

Country

United Kingdom

NUTS code

- UKJ13 - Buckinghamshire CC

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £20,000

Section V. Award of contract

Lot No

2

Title

Audio Visual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 November 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

DRP UK Ltd

Unit 211-213 Ikon Industrial Estate, Driotwich Road, Kidderminster, Worcestershire, DY10 4EU

Kidderminster

DY10 4EU

Country

United Kingdom

NUTS code

- UKG12 - Worcestershire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £20,000

Section V. Award of contract

Lot No

2

Title

Audio Visual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 November 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Fieldcraft Studios

Creek Creative, 1 Abbey Street, Faversham, Kent, ME13 8EU

Faversham

ME13 8EU

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £20,000

Section V. Award of contract

Lot No

2

Title

Audio Visual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 November 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Mindfully Wired Communications

13 Keyford Gardens, Frome, Somerset, BA11 1JY

Frome

BA11 1JY

Country

United Kingdom

NUTS code

- UKK23 - Somerset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £20,000

Section V. Award of contract

Lot No

2

Title

Audio Visual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 November 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Yoho Media

3 Pitch and Play Lane, Bristol, BS9 1NH

Bristol

BS9 1NH

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £20,000

Section V. Award of contract

Lot No

3

Title

Editorial

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2021

V.2.2) Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

ACER Marketing and Communications Ltd

1 Sparrowhawk Way, Apley, Telford, Shropshire, TF1 6NH

Telford

TF1 6NH

Country

United Kingdom

NUTS code

- UKG21 - Telford and Wrekin

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £15,000

Section V. Award of contract

Lot No

3

Title

Editorial

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 November 2021

V.2.2) Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Mindfully Wired Communications

13 Keyford Gardens, Frome, Somerset, BA11 1JY

Frome

BA11 1JY

Country

United Kingdom

NUTS code

- UKK23 - Somerset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £15,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Strand

London

Country

United Kingdom

