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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](mailto:procure@cefas.co.uk)

#### **Telephone**

+44 1502527766

#### **Country**

United Kingdom

**NUTS code**

UKH1 - East Anglia

**Internet address(es)**

Main address

[www.cefas.co.uk](http://www.cefas.co.uk)

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

Ministry or any other national or federal authority

**I.5) Main activity**

Environment

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## **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

## **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

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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: No

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

#### **IV.2.1) Previous publication concerning this procedure**

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

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## **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

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## **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

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## **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

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## **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

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### **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

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### **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

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### **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

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## **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

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## **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

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### **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

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### **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

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## **Section V. Award of contract**

### **Lot No**

2

### **Title**

Audio Vlsual

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

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## **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

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## **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

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### **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

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### **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

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## **Section VI. Complementary information**

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

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

The High Court

The Strand

London

Country

United Kingdom