

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/030606-2024>

Contract

Corporate Communications Support Services

Sellafield Ltd

F03: Contract award notice

Notice identifier: 2024/S 000-030606

Procurement identifier (OCID): ocds-h6vhtk-042e1b

Published 25 September 2024, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

Sellafield Ltd

Hinton House, Birchwood Park Avenue

Warrington

WA36GR

Contact

Gemma Cardilli

Email

gemma.l.cardilli@sellafieldsites.com

Country

United Kingdom

Region code

UKD1 - Cumbria

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/sellafield-ltd>

Buyer's address

<https://www.gov.uk/government/organisations/sellafield-ltd>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Nuclear Decommissioning

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Corporate Communications Support Services

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

Corporate Communications Support for services for the NDA Estate, Participating Entities are listed below:

- Sellafield Ltd
- Nuclear Decommissioning Authority (NDA)
- Nuclear Restoration Services Limited (NRS) - previously known as Magnox Limited and Dounreay Restoration Sites Limited
- Nuclear Waste Services Limited (NWS) – Previously known as Low Level Waste Limited (LLWR) & Radioactive Waste Management Limited (RWML)
- International Nuclear Services (INS); and Direct Rail Services (DRS)– trading as Nuclear Transport Solutions Limited (NTS)
- National Nuclear Laboratory (NNL)
- Great British Nuclear (GBN)

Duration 3 + 1 years

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £5,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Corporate Communications Support for services for the NDA Estate, Participating Entities are listed below:

- Sellafield Ltd
- Nuclear Decommissioning Authority (NDA)
- Nuclear Restoration Services Limited (NRS) - previously known as Magnox Limited and Dounreay Restoration Sites Limited
- Nuclear Waste Services Limited (NWS) – Previously known as Low Level Waste Limited (LLWR) & Radioactive Waste Management Limited (RWML)
- International Nuclear Services (INS); and Direct Rail Services (DRS)– trading as Nuclear Transport Solutions Limited (NTS)
- National Nuclear Laboratory (NNL)
- Great British Nuclear (GBN)

Duration 3 + 1 years

SCOPE: Main focus of services -

OUTPUTS

- Graphic design – provision of a graphic design service to help deliver the scope of work.
- Multi-media campaigns - Development and execution of multi-media communication/marketing campaigns which consider, but are not limited to, social media, publications, exhibitions, displays and conferences. All materials must be delivered in formats that work in both print and digital platforms, in relation to digital communications and accessibility.
- Strategic communication support – provision of support to the development of communication strategies as required. Previous examples have included support to the development of social media strategies.
- Brand management - The management and ongoing evolution of the existing client(s) brands, ensuring that guidelines are reviewed and updated as appropriate and that all materials produced are in line with agreed brand guidelines.
- Photography - The provision of public relations photography services, including aerial photography. Files delivered to the relevant PEs in accordance with the required standard (currently - raw file, art worked/postproduction files in low and high resolution).

- Video production - including storyboard development, filming (including art direction) and postproduction, with final files compatible with all broadcast and digital platforms. All rushes to be submitted to the relevant PEs.
- Animations – including storyboard development, art direction, and production, with final files compatible with all broadcast and digital platforms.
- Template production and maintenance - the development, delivery and testing of functional document templates, including ongoing maintenance and support.
- Exhibitions – the development and production of materials to support PE presence at exhibitions and conferences. This will include, but is not limited to, exhibition stands, virtual exhibition content, corporate literature, and branded goods. It also includes the development of exhibition material for display inside our facilities and offices. The scope also includes the maintenance and development of the Sellafield Story exhibition at The Beacon Museum, Whitehaven.

Other services needed as part of delivering the scope above:

- The management of key interfaces including web hosting providers, information security teams and existing IT providers.
- The execution of feedback and evaluation activities to measure the effectiveness of specific communication tactics and the success of the overall strategy, building in improvements as appropriate. This evaluation could include, but not be limited to, annual stakeholder surveys and community polling.

The following is an illustration of the types of work to be performed under this agreement. A large proportion of the work is reactive work packages, often lots of small value packages of work:

- Production of corporate publications included but not limited to annual reports, technical environmental reports, and internally focussed manuals.
- Development of creative wrapper and content in support of recruitment marketing activities.
- Translation services associated with the scope – Minimal requirement. Language needed is often Welsh.
- Maintenance and development of existing public exhibitions in the Beacon Museum, Whitehaven, Cumbria. This includes but is not limited to; approximately 30 digital screens, approximately 120 display boards, and 9 interactive exhibits.
- Design and production of PowerPoint presentations for senior management to use at

external industry and stakeholder events.

- Formatting brochures, leaflets and banner stands (content provided by the Participating Entities) in line with the prescribed corporate brand guidelines.
- Producing graphical illustrations to be used as part of a PowerPoint presentation.
- Producing print ready pdfs of display panels.
- Conversion of graphics from publications into jpg format for use by Participating Entities.
- The production of corporate videos and animations, including support to scripting and storyboarding, capture and edit of footage, postproduction, voice over (if required) and deliver to PEs Client. Examples of recent corporate videos can be seen on the PE websites and social media channels.
- The production of infographics to help the PEs provide complex information to internal and external stakeholders in an engaging and accessible way.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

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

The procurement involves the establishment of a framework agreement

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: [2024/S 000-001699](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 September 2024

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Allied Publicity Services (Manchester) Limited

Chetham House, Bird Hall Lane, Manchester

Manchester

SK3 0ZP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

681528

Internet address

<https://www.theapsgroup.com/en/>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £5,500,000

Total value of the contract/lot: £5,500,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts Of Justice

Strand

London

WC2A 2LL

Email

rcj.dco@justice.gov.uk

Country

United Kingdom

Internet address

<https://www.find-court-tribunal.service.gov.uk/courts/royal-courts-of-justice>