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Tender

Provision of a Framework for Graphic Design and Videography Services

Barnsley Metropolitan Borough Council

F01: Prior information notice

Call for competition

Notice identifier: 2022/S 000-031363

Procurement identifier (OCID): ocds-h6vhtk-037f85

Published 7 November 2022, 10:52am

Section I: Contracting authority

I.1) Name and addresses

Barnsley Metropolitan Borough Council

Town Hall

Barnsley, South Yorkshire

S70 2TA

Contact

Beth Taylor

Email

BethanTaylor@barnsley.gov.uk

Telephone

+44 1226770770

Country

United Kingdom

Region code

UKE31 - Barnsley, Doncaster and Rotherham

National registration number

N/A

Internet address(es)

Main address

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

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103835>

I.3) Communication

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

<https://uk.eu-supply.com/ctm/Supplier/Documents/Folder/52299>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to 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

Provision of a Framework for Graphic Design and Videography Services

Reference number

61809

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

The current framework contract for graphic design and videography services is coming to an end in September 2022. We have reviewed this contract and is looking to retender the Framework Agreement and revise the number of LOTS from the existing seven to a total of three going forward. This new Framework Agreement and each LOT within it will have a maximum of 10 suppliers, organisations, companies, and freelancers who will work in collaboration with us to deliver high-quality, innovative and value-for-money design, video and animation services. The Framework Agreement will support the council to procure graphic design and videography services which adhere to our brand and style guidelines and our services' and customers' needs.

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 Works

Lot No

1

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

II.2.4) Description of the procurement

We want to work with suppliers to produce graphic design work which includes, but not limited to:

Adverts (digital and traditional media)

Social media and digital graphics

Leaflets, booklets and brochures

Strategies, reports and document covers

Diagrams/charts/graphs/infographics

Direct marketing (leaflets and flyers)

Event/exhibition work (posters/banners/displays)

Folders/conference packs/binders

Newsletter templates

Promotional items

Stationery

Templates

All graphic design should align to the council's brand and style guides and must be fully accessible.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2023

End date

31 March 2027

II.2.10) Information about variants

Variants will be accepted: Yes

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

Video and Animation Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

II.2.4) Description of the procurement

Video and animation support us in telling stories in an interactive and engaging way to a wide range of stakeholders. This can range from interviews and case studies to promoting

what services we provide, how they support people, how people can access services, and what people can do to help themselves and their communities. It also supports our plans to promote all the great work that is happening across Barnsley.

We want to work with suppliers to produce animation and video for our online and social media channels which includes, but not limited to:

Promotional and advert

Interview and case study style

Explainer videos

All animation and video work should align to the council's brand and style guides and must be fully accessible, including the use of subtitles as standard.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2023

End date

31 March 2027

II.2.10) Information about variants

Variants will be accepted: Yes

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

Campaign development

Lot No

3

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

II.2.4) Description of the procurement

We will commission campaign development work when we an appropriate budget and the timescales to deliver it successfully.

We want to work with suppliers to develop campaigns through a process which covers, but not limited to:

Client liaison and meetings

Engagement work – this covers both internal and external stakeholders using a variety of methods including online and face-to-face sessions.

Generating ideas, developing narratives and strategic direction

Developing brand and identity

All graphic design work, and/or video and animation services

Brand and style guides

Toolkits

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2023

End date

31 March 2027

II.2.10) Information about variants

Variants will be accepted: Yes

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

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 expressions of interest

Date

17 December 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court of Justice

The Royal Courts of Justice, The Strand,

London

WC2A 2LL

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The High Court of Justice

The Royal Courts of Justice, The Strand,

London

WC2A 2LL

Country

United Kingdom