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Tender

## **Provision of a Framework for Graphic Design and Videography Services (1)**

Barnsley Metropolitan Borough Council

F01: Prior information notice

Call for competition

Notice identifier: 2022/S 000-031379

Procurement identifier (OCID): ocds-h6vhtk-037f8e

Published 7 November 2022, 11:37am

### **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](mailto: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/52308>

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

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## **Section II: Object**

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

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

Provision of a Framework for Graphic Design and Videography Services (1)

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**

Barnsley Council are seeking interested parties to tender for a Graphic Design and videography Service framework. There will be a maximum of 10 suppliers appointed to each lot. The three lots are

LOT 1: Graphic design work

LOT 2: Video and animation services

LOT 3: Campaign development

#### **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
- UKE3 - South Yorkshire

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

Graphic design supports us to promote council services to a wide range of stakeholders to understand 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 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.2.13) 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.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

1 April 2023

End date

31 March 2027

### **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 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.2.13) 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 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



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## **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

22 December 2022

Local time

12:00pm

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

English

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## **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