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Planning

Film, Video, and Animation Production Framework

Cardiff University

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-032177

Procurement identifier (OCID): ocds-h6vhtk-04a6a1

Published 8 October 2024, 10:03am

Section I: Contracting authority

I.1) Name and addresses

Cardiff University

Procurement Services, McKenzie House, 30-36 Newport Road

Cardiff

CF24 0DE

Email

daviesg74@cardiff.ac.uk

Telephone

+44 2920879648

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0258

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Film, Video, and Animation Production Framework

Reference number

CU.1672.GD

II.1.2) Main CPV code

- 92100000 - Motion picture and video services

II.1.3) Type of contract

Services

II.1.4) Short description

Cardiff University require video production activities support across the organisation.

The aim is to onboard a diverse range of suppliers, from established agencies and video production specialists to smaller scale production companies, to cater for the needs of our stakeholders and their changeable budgetary scale, timescale and creative requirements.

Suppliers will need the ability to direct, produce and edit content aimed at a wide range of audiences such as students, internal communications and industry partners, for use across multiple platforms.

The framework will consist of 3 lots, with Lot 1 containing 2 sublots:

Lot 1 - Video production

- a. Lot 1a – Large (detailed as Lot 1 on this notice)
- b. Lot 1b – Small (detailed as Lot 10 on this notice)

Lot 2 - Animation and motion graphics (detailed as Lot 2 on this notice)

Lot 3 - Event and seminar recording (detailed as Lot 3 on this notice)

All lots and sublots can be applied for separately.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Lot 1a - Video Production - Large

Lot No

1

II.2.2) Additional CPV code(s)

- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

This lot encompasses video content that broadly promotes the University and/or specifically communicates the value proposition of its academic programs, facilities, research endeavours, or industry partnerships.

The large lot will be about producing high-end, large-scale content that positions Cardiff University as a market leader, for use across multiple platforms.

II.2) Description

II.2.1) Title

Lot 2 - Animation and motion graphics

Lot No

2

II.2.2) Additional CPV code(s)

- 92331210 - Children animation services
- 22314000 - Designs
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

The university frequently needs to communicate ideas, concepts and initiatives that have little or no tangible, filmable component. In these situations, we often commission animation/motion graphics projects, varying in both usage and complexity.

II.2) Description

II.2.1) Title

Lot 3 - Event and seminar recording

Lot No

3

II.2.2) Additional CPV code(s)

- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 32353000 - Sound recordings

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

This lot is concerned with the recording (video and/or audio) of events that may take place both on and off-campus e.g. keynote addresses and academic and research events.

II.2) Description

II.2.1) Title

Lot 1b - Video Production - Small

Lot No

10

II.2.2) Additional CPV code(s)

- 92111000 - Motion picture and video production services
- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

This lot encompasses video content that broadly promotes the University and/or specifically communicates the value proposition of its academic programs, facilities, research endeavours, or industry partnerships.

The small lot will be small scale productions e.g. social media shorts, paid digital ads, or short web videos.

II.3) Estimated date of publication of contract notice

22 October 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=144146.](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=144146)

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