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Tender

FRA084 - Creative Services Framework

Waste & Resources Action Programme

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-047801

Procurement identifier (OCID): ocds-h6vhtk-05858f

Published 11 August 2025, 7:05pm

Scope

Reference

CTC000-GEN

Description

WRAP is seeking to establish a Creative Services Framework to support our in-house Marketing & Communications team and wider organisation. The framework will provide overflow capacity and access to specialist expertise for creative services across digital and print media. This ITT invites qualified freelancers and multi-disciplinary agencies to tender for inclusion in the framework. WRAP aims to contract with both individual providers and retained agencies for flexible, responsive and high-quality creative support.

The Creative Services Framework has 3 distinct lots: Graphic Design & Artworking (Lot 1), Video, Animation & Photography (Lot 2), Brand & Campaign Development (Lot 3). It is acceptable for a supplier to sit within multiple Lots.

The fast-paced nature of our campaigns and activities requires a trusted pool of creative suppliers capable of delivering high-impact work on short timelines. This ITT follows a pre-market engagement (April 2025) and reflects the needs and structure informed by that

exercise.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Advertising-and-marketing-services./V7S6846CDJ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/V7S6846CDJ>

Commercial tool

Establishes an open framework

A series of frameworks with substantially the same terms. Awarded suppliers are carried over and new suppliers can bid.

Total value (estimated)

- £2,400,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 27 October 2025 to 26 October 2027
- Possible extension to 24 October 2033
- 7 years, 11 months, 29 days

Description of possible extension:

This procurement is for Framework 1. WRAP intends to operate this open framework model for a maximum period of eight (8) years in total, through successive framework procurements approximately every two (2) years. Bidders appointed to Framework 1 will

be appointed for the term stated in the Framework Agreement only. Participation in any subsequent frameworks will require participation in a new procurement process.

Main procurement category

Services

Not the same for all lots

CPV classifications are shown in Lot sections, because they are not the same for all lots.

Lot 1. Graphic Design & Artworking

Description

WRAP are looking to work with both individual freelancers and retained agencies for flexible, responsive and high-quality creative support. Working closely with our inhouse creative, marketing & delivery teams Lot 1 (Graphic Design & Artworking) will provide overflow capacity and access to specialist expertise for design services across digital and print media. Work packages will range in scope and span both longer-term strategic projects and quick turnaround tactical needs.

Lot value (estimated)

- £800,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79822500 - Graphic design services

Same for all lots

Contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Video, Animation & Photography

Description

WRAP requires videographers, animators and photographers to produce high-quality, engaging visual content. Outputs must be tailored for multi-channel delivery (e.g. social, web, events), supporting programme promotion, stakeholder engagement, and public behaviour change campaigns.

WRAP anticipates appointing:

- Up to 2 retained agencies (for strategic or high-volume projects)
- Up to 5 freelancers (for flexible, ad-hoc support)

Lot value (estimated)

- £800,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79960000 - Photographic and ancillary services

Same for all lots

Contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Brand & Campaign Development

Description

Development of creative campaign concepts, messaging and branding. This includes strategic input, creation of visual identities, campaign planning, and the development of compelling assets to engage target audiences, build brand and drive behaviour change.

WRAP anticipates appointing:

- Up to 3 retained agencies

Lot value (estimated)

- £800,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79340000 - Advertising and marketing services

Same for all lots

Contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Open framework scheme end date (estimated)

24 October 2033

Maximum number of suppliers

12

Maximum percentage fee charged to suppliers

0%

Further information about fees

0

Framework operation description

Stage 1 Selection Questionnaire Stage: Case Studies to evidence experience, technical ability and expertise will be scored & evaluated to shortlist Suppliers to Stage 2 ITT, which will require Pricing via Composite Day Rate (25%), Written Proposal containing a Creative Task (65%) and Social Value (10%).

Once the framework contracts have been awarded, WRAP project teams will be able to call off from the framework using one of the following processes:

Direct Award

- Assignments may be awarded by direct award if the value of the brief is less than £30k for agency suppliers and £15k for freelancers.

- We will implement a hybrid ranked / unranked Direct Award approach, allowing the Project Team to allocate awards based on specific project needs, as well as a predetermined ranking, if required. This method ensures flexibility and responsiveness to unique project requirements.

- Award Criteria may include, but is not limited to:

- ? Specialism, skillset and experience

- ? Price

- ? Location

- ? Day Rate

- To maintain fairness and transparency, each award decision will be thoroughly justified based on the above criteria.

Mini Competition / Invitation to Further Competition

- When a mini competition is carried out, all suppliers within the relevant Lot will be invited to bid for the requirement.

- Suppliers will be evaluated against the criteria included in the mini competition documents and the highest scoring supplier will be awarded the contract.

- When required, WRAP reserves the right to add pitch meetings as a layer of further competition

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Particular suitability

Lot 1. Graphic Design & Artworking

Lot 2. Video, Animation & Photography

Lot 3. Brand & Campaign Development

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

22 August 2025, 11:45pm

Submission type

Tenders

Tender submission deadline

26 September 2025, 11:45pm

Submission address and any special instructions

<https://www.delta-esourcing.com/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

6 October 2025

Award criteria**Lot 1. Graphic Design & Artworking****Lot 2. Video, Animation & Photography**

Name	Type	Weighting
Written Proposal - Creative Approach & Strategic Understanding	Quality	65%
Price	Price	25%
Social Value	Quality	10%

Lot 3. Brand & Campaign Development

Name	Type	Weighting
Written Proposal - Creative Approach & Strategic Understanding	Price	65%
Price	Price	25%
Social Value	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Pre Qualification via Delta Questionnaire

Stage 1 Selection Questionnaire (SQ) - Any company/individual may submit evidence of experience, technical ability and expertise via Case Studies.

Stage 2 Invitation to Tender (ITT) - Only shortlisted suppliers will be invited to submit a bid/proposal, each lot being applied for require a separate written submission.

Documents

Associated tender documents

[Invitation to Tender - Creative Services Framework.pdf](#)

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement Lead

Telephone: 01295 584100

Email: procurement@wrap.org.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)