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Tender

Graphic Design and Digital Media Framework

North Ayrshire Council

F02: Contract notice

Notice identifier: 2025/S 000-056185

Procurement identifier (OCID): ocds-h6vhtk-05996c

Published 12 September 2025, 1:21pm

Section I: Contracting authority

I.1) Name and addresses

North Ayrshire Council

Cunninghame House, Friars Croft

Irvine

KA12 8EE

Email

murraythompson@north-ayrshire.gov.uk

Country

United Kingdom

NUTS code

UKM93 - East Ayrshire and North Ayrshire mainland

Internet address(es)

Main address

<http://www.north-ayrshire.gov.uk>

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00337

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

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

Graphic Design and Digital Media Framework

Reference number

NAC/5216

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

North Ayrshire Council invites tenders for the provision of a Graphic Design and Digital Media Framework.

The framework will be split into two Lots:

- Lot 1 - Graphic Design - branding, material (online and print), animation and illustration
- Lot 2 - Digital Media - film making and virtual tours

Bidders may submit tenders for a single Lot or both Lots.

II.1.5) Estimated total value

Value excluding VAT: £300,000

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

Lot No

1

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services
- 22314000 - Designs
- 92331210 - Children animation services
- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 79961350 - Studio photography services
- 79530000 - Translation services

II.2.3) Place of performance

NUTS codes

- UKM93 - East Ayrshire and North Ayrshire mainland

II.2.4) Description of the procurement

This procurement will follow the open tender process.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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

Start date

1 February 2026

End date

31 January 2029

This contract is subject to renewal

Yes

Description of renewals

Option to extend by up to 12 months. Extensions will be at the sole discretion of NAC and subject to satisfactory performance and funding.

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Digital Media

Lot No

2

II.2.2) Additional CPV code(s)

- 32354000 - Film products

- 32354200 - Cinematographic film
- 32354300 - Photographic film
- 32354500 - Video films
- 44176000 - Film
- 92111100 - Training-film and video-tape production
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92111210 - Advertising film production
- 92111230 - Propaganda film production
- 92111250 - Information film production
- 92111300 - Entertainment film and video-tape production
- 92111310 - Entertainment film production
- 92100000 - Motion picture and video services
- 92110000 - Motion picture and video tape production and related services
- 92111000 - Motion picture and video production services
- 92111220 - Advertising video-tape production
- 92111240 - Propaganda video-tape production
- 92111260 - Information video-tape production
- 92111320 - Entertainment video-tape production
- 92112000 - Services in connection with motion-picture and video-tape production

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Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

If required, bidders are required to be enrolled in the relevant professional or trade registers within the country in which they are established.

Where it is required, within a bidder's country of establishment they must confirm which authorisation or memberships of the relevant organisation(s) are required in order to perform this service.

Bidders must confirm if they hold the particular authorisation or memberships.

III.1.2) Economic and financial standing

List and brief description of selection criteria

Lot 1: Bidders will be required to have a minimum "general" yearly turnover of 10,000 GBP for the last three years.

Lot 2: Bidders will be required to have a minimum "general" yearly turnover of 10,000 GBP for the last three years.

Bidders who cannot meet the required level of turnover will be excluded from this tender.

Where turnover information is not available for the time period requested, the bidder will be required to state the date which they were set up or started trading.

North Ayrshire Council reserve the right to review the bidder's financial information using company watch financial analytics at tender stage and throughout the life of the contract. If the bidder's financial health score (H-Score) is 25 or less further information/clarifications will be requested to ensure the equivalent economic and financial standing is adhered too. If this information or the clarifications are not satisfactory, the bidder will be excluded from the tender process.

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:

Lot 1

Employer's (Compulsory) Liability Insurance = [5 million] GBP

Public Liability Insurance = [1 million] GBP

Professional Risk Indemnity Insurance = [1 million] GBP

Lot 2

Employer's (Compulsory) Liability Insurance =

[5 million] GBP

Public Liability Insurance = [1 million] GBP

<http://www.hse.gov.uk/pubns/hse40.pdf>

III.1.3) Technical and professional ability

List and brief description of selection criteria

Bidders must provide two examples per Lot that they are bidding for that demonstrates they have the relevant experience to deliver the contract. Examples must be of a similar scope, size, and value and be from within the last three years. Examples provided must be of requirements that are included within the scope of this Framework. Unsatisfactory experience will result in a fail and exclusion from the tender process. If you submit more than two examples per Lot, NAC will only evaluate the first two examples provided.

Bidders must also provide two satisfactory references per Lot for the same two contracts. References should be fully completed and signed by previous customers and must be of a similar scope, size, and value and be from within the last three years. If any of the referees score less than two, the bidder will be excluded from the tender process. If you submit more than two references per Lot, NAC will only evaluate the first two references provided.

Bidders will be required to provide evidence that their organisation has taken steps to build their awareness of the climate change emergency and how they will respond, including knowledge of their emissions sources and actions to address these. Accepted evidence includes but is not limited to:

- a completed copy of the Bidder 'relevant contract' Climate Change Plan Template, including planned projects and actions to reduce the bidder's carbon emissions. This does not need to contain calculated carbon emissions.

Guidance on how Bidder Climate Change Plans are evaluated is available on the

Sustainable Procurement Tools: Sustainable Procurement
(sustainableprocurementtools.scot)

Bidders are required to confirm whether they intend to subcontract and, if so, for what proportion of the contract.

Bidders who intend to subcontract more than 25% to any individual organisation must ensure the SPD (Scotland) - Subcontractors Supplier Response is completed and uploaded at question 2D.1.2 of the qualification envelope.

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 13

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 tenders or requests to participate

Date

13 October 2025

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

13 October 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The bidder must hold a UKAS (or equivalent) accredited independent third-party certificate of compliance in accordance with BS EN ISO 9001 (or equivalent)

OR

A documented policy regarding quality management.

The Bidder must hold a UKAS (or equivalent) accredited independent third-party certificate of compliance with BS EN ISO 14001 (or equivalent) or a valid EMAS (or equivalent) certificate.

OR

A documented policy regarding environmental management.

Bidders may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 30112. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

A sub-contract clause has been included in this contract. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

Community benefits will be required on a voluntary basis for:

- Employment
- Employability & Skills
- SMEs
- TSOs
- Education
- Community Wish List (<http://northayrshire.community/community-benefits-wishlist-application-form/>)

(SC Ref:809870)

VI.4) Procedures for review

VI.4.1) Review body

Kilmarnock Sheriff Court

Sheriff Court House, St Marnock Street

Kilmarnock

KA1 1ED

Country

United Kingdom

Internet address

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