



**INVITATION TO TENDER**

**CREATIVE SERVICES  
FRAMEWORK – FRA084**

## Contents

This document sets out the scope and parameters of work which WRAP wishes to commission and describes how bidders may bid to undertake this work.

The following description is in several sections, all of which should be read thoroughly. Each section contains important information essential for bidders to understand, including conditions that bidders agree to be bound by in submitting a bid, and accepting a place on the Framework.

### Within this ITT, Sections:

**1** Timetable for the bidding process.

**2 & 3** provides a background to WRAP, and the objectives and structure of the new framework.

**4 - 10** sets out our requirements for the framework

**11 - 13** explains how we will call-off contracts, framework management and how we will measure performance.

**14 - 17** explains how to submit a request to participate and, if invited, how to submit a tender. The assessment process and criteria used and how we will award framework agreements are also included.

### Below are the applicable attachments included with this tender, provided separately:

**Annex 1** – Stage 1 SQ Lot 1

**Annex 2** – Stage 1 SQ Lot 2

**Annex 3** – Stage 1 SQ Lot 3

**Annex 4** – WRAP Brand Guidelines

**Annex 5** – Stage 2: Bid Quotation (Excel) *(provided at Stage 2: ITT only)*

**Annex 6** – Framework Terms & Conditions

## 1. Timetable

1.1. The target timetable for this process is as follows:

**Table 1**

FRA084- Creative Services Framework	
Publish of ITT	11 August 2025
Deadline for receipt of questions relating to this ITT	23:45 BST, 15 August 2025
Publish clarification responses	18 August 2025
<b>Deadline for receipt of Stage 1 Selection Questionnaire</b>	23:45 BST, 22 August 2025
<i>*UK Bank Holiday*</i>	<i>*25 August 2025*</i>
Notification of Shortlisting	23:45 BST, By 29 August
<b>Publication of Stage 2 ITT</b>	01 September 2025
Deadline for receipt of questions relating to this ITT	<b>23:45 BST, 05 September 2025</b>
Publish clarification responses	08 September 2025
<b>Deadline for receipt of Stage 2 ITT</b>	26 September 2025
Evaluation Period	w/c 29 September 2025
Notification of appointment	Week c/o 06 October 2025

Standstill Period (*8 Working Days)	<b>13- 22 October 2025</b>
<b>Framework 1 Commencement</b>	<b>Week c/o: 27 October 2025</b>
Re-Procurement for Framework 2 ( <i>re-opening</i> )	<b>July 2027</b>
<b>Framework 1 Expiry</b>	<b>26 October 2027</b>
<b>FRO84 Creative Services Framework 2 (reopened under open framework)</b>	
<b>Framework 2 Commencement</b>	<b>25 October 2027</b>
Re-Procurement for Framework 3 ( <i>re-opening</i> )	July 2029
<b>Framework 2 Expiry</b>	<b>24 October 2029</b>
<b>FRA084- Creative Services Framework 3 (reopened under open framework)</b>	
<b>Framework 3 Commencement</b>	<b>25 October 2029</b>
Re-Procurement for Framework 4 ( <i>re-opening</i> )	July-2031
<b>Framework 2 Expiry</b>	<b>24 October 2031</b>
<b>FRA084- Creative Services Framework 4 (reopened under open framework)</b>	
<b>Framework 4 Commencement</b>	<b>25 October 2031</b>
<b>Framework 4 Expiry</b>	<b>24 October 2033</b>

WRAP reserves the right to change the timetable if deemed necessary.

**Open Framework Model** - This procurement is for Framework 1; the anticipated dates are listed in Table 1 above. 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.

## 2. About WRAP

- 2.1. WRAP (The Waste and Resources Action Programme) is an environmental NGO working globally to enable 'circular living' (a more sustainable use of resources) for the benefit of climate, nature and people. We have highly respected technical expertise and huge independent convening power to bring businesses and governments together to drive change. We conceive and deliver programmes that reduce CO2 and waste, restore nature and change people's behaviour. WRAP works in over 40 countries around the world with regional offices currently in the UK, Europe (Brussels), Asia Pacific (Adelaide) and the Americas (Washington DC) and live projects across various regions.
- 2.2. WRAP is committed to promoting and encouraging greater Equality, Diversity & Inclusion among its workforce, community engagement activities, as well as throughout its supply chain with all partners. We have high expectations of the behaviours and the standards that we want to hold ourselves to. WRAP has recently achieved re-accreditation of Investors in Diversity which is recognised as the UK national equality standard. This achievement demonstrates that we treat people with respect, and we value them equally regardless of race, gender, neurodiversity, ability, beliefs, sexuality, or personal preferences. We are also a Disability Confident Employer and Real Living Wage employer.
- 2.3. To help the organisation meet the above commitment, WRAP has adopted the principles of Fairness, Respect, Equality, Diversity, Inclusion and Engagement (FREDIE) from the National Centre for Diversity. At WRAP, we use the FREDIE principles to underpin our own values (Accountable, Agile, Bold, Commercial, Global and Impact-focused) so that they become a part of everything we do; from business planning, decision-making, people and procurement practices to working with funders and forming partnerships both in the UK and internationally.

Suppliers, their staff and any sub-contractors must share in these values and principles and to work with WRAP in delivering them through positive behaviours.

### 3. About this framework

- 3.1. 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.
- 3.2. 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.
- 3.3. 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.
- 3.4. 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.
- 3.5. At the highest level, projects delivered under this framework will help deliver against our key organisational objectives:
  - **Driving** the adoption of the circular living
  - **Increasing** producer responsibility for products and packaging
  - **Facilitating** collaboration
  - **Influencing** policy and regulation
  - **Inspiring** behaviour change

Across our 4 key programme areas:

- **Preventing problem plastics**
- **Future-proofing food**
- **Transforming textiles**
- **Accelerating the circular economy**

- 3.6. Typically, work packages will fall under one of two audience categories:

3.6.1.**B2B**: including our corporate partners, funders, producers, retailers, local, national and international governments/policy makers.

3.6.2.**B2C**: including our citizen-engagement and behaviour change work. For context some of our flagship campaigns both in the UK and internationally include: [Recycle Now](#) / [Love Food Hate Waste](#) / [Be Mighty](#)

- 3.7. WRAP's in-house creative team comprises of a Creative Lead, Senior Designer and Designer. Our appointed agencies & freelancers will be expected to support our internal teams on a project-by-project basis. Work may include:

- Development of creative concepts for marketing and communication campaigns
- Design of digital and print collateral (e.g. reports, brochures, ads, infographics)
- UX/UI design for websites and digital platforms

- Production of photography, video and animation content
- Brand identity development and application
- Work will span both long-term strategic projects and quick-turnaround tactical needs, and include international as well as UK-based projects

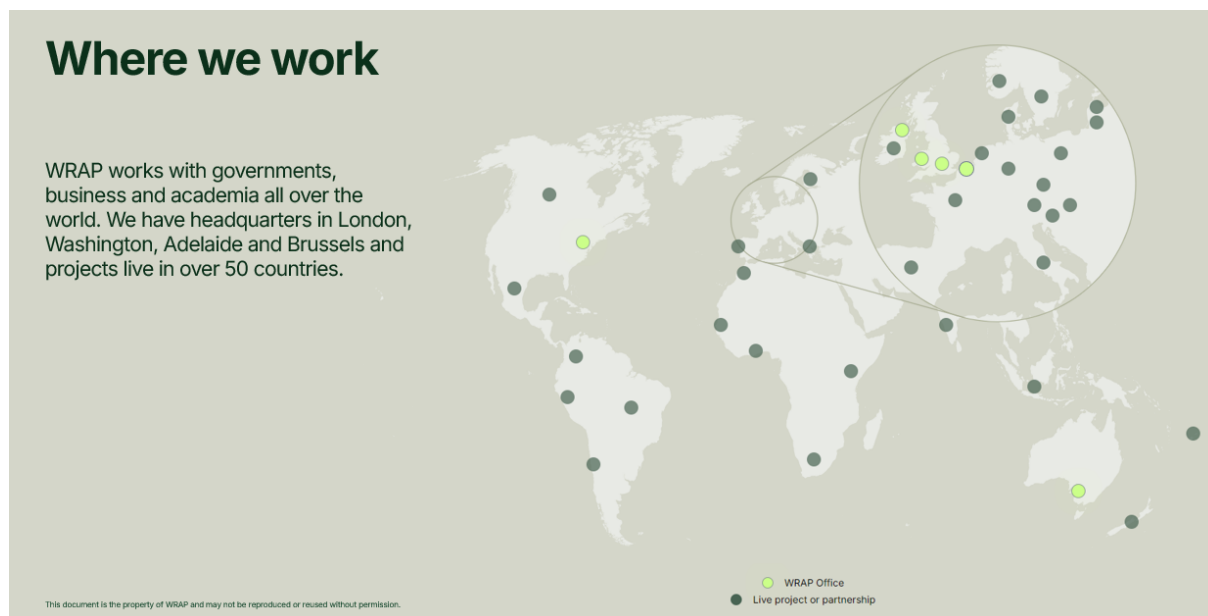


Figure 1: WRAP's International presence

The maximum total spends over the duration of the framework including extension options (8 years total), is estimated below, broken down by Lot. This spend will be broken down by individual call off contracts.

**Table 2**

Lot no.	Lot Title	Estimated total spend per Lot	Anticipated number of suppliers to be invited to Stage 2	Anticipated number of suppliers to be appointed
1	Graphic Design & Artworking	£100,000 per year	Up to <b>5x</b> Agencies Up to <b>8x</b> Freelancers	Up to <b>3x</b> Agencies Up to <b>5x</b> Freelancers
2	Video, Animation & Photography	£100,000 per year	Up to <b>5x</b> Agencies Up to <b>8x</b> Freelancers	Up to <b>2x</b> Agencies Up to <b>5x</b> Freelancers
3	Brand & Campaign Development	£100,000 per year	Up to <b>5x</b> Agencies	Up to <b>2x</b> Agencies
<b>Combined estimated Framework value</b>		<b>4 years - approx. £1,200,000</b> <b>8 years - approx. £2,400,000</b>		<b>A mix of up to 12 Agencies &amp; Freelancers</b>

**Table 2(a) Lot descriptions and estimated activities**

Lot Description	Work package examples & estimated number of briefs per year
<p><b>Lot 1: Graphic Design &amp; Artworking</b></p> <p>Provision of high-quality graphic design services working closely with WRAP's inhouse Creative, Marketing &amp; Delivery teams to support the creation and adaptation of print and digital materials.</p> <p><i>WRAP anticipate appointing a mix of retained agencies (up to 3) and freelancers (up to 5).</i></p>	<p>Approximately 20-30 briefs p/year</p> <ul style="list-style-type: none"> <li>• Social media assets (static + carousels)</li> <li>• Event branding (signage, banners, pop-ups)</li> <li>• Multi-language (E.g. Welsh/English/Spanish) posters, leaflets, and toolkits</li> <li>• Infographics and icon sets</li> <li>• Report formatting and templating (e.g. PDFs, InDesign files)</li> <li>• Pitch Decks</li> <li>• Adaptation of master creative into different formats and sizes</li> <li>• Print-ready artwork for external use</li> <li>• Ad hoc formatting tasks</li> </ul>
<p><b>Lot 2: Video, Animation &amp; Photography</b></p> <p>Production of engaging video and photographic content to support WRAP's programmes and campaigns through visual storytelling, with outputs tailored for digital and social media platforms.</p> <p><i>WRAP anticipate appointing a mix of retained agencies (up to 2) and freelancers (up to 5).</i></p>	<p>Approximately 10-15 briefs p/year</p> <ul style="list-style-type: none"> <li>• Case study videos</li> <li>• Explainer animations &amp; motion graphics</li> <li>• Event coverage (film &amp; photography)</li> <li>• Site project visits</li> <li>• Interviews</li> <li>• Editing &amp; post-production</li> <li>• Short form content for socials</li> </ul>
<p><b>Lot 3: Brand &amp; Campaign Development</b></p> <p>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.</p> <p><i>WRAP anticipate appointing up to 2 retained agencies.</i></p>	<p>Approximately 1-3 briefs p/year</p> <ul style="list-style-type: none"> <li>• Hero campaign delivery</li> <li>• Creative Strategy</li> <li>• Copywriting</li> <li>• Logo development</li> <li>• Brand Identity (Visual &amp; Verbal)</li> <li>• Brand Guidelines &amp; Toolkits</li> <li>• Certification and Standards branding</li> </ul>

*Please note that these are only indications of spend and activities (i.e. dependent on other factors such as external funding) and may be subject to change.*

3.8. Work awarded under the Framework will be on a call-off basis and awarded either through a mini-competition or direct award. Call-off agreements under the Framework may vary in size and duration. The call-off process we will use is described in Section 11. This agreement may be used for requirements by WRAP subsidiaries.

3.9. Appointment to the Framework does not offer any guarantee of work and individual contracts being awarded. Its use will depend on the varying and flexible requirements of our projects and programmes. Also, the existence of the framework does not preclude us from procuring similar services through other routes.

## 4. General information and requirements

- 4.1. Applications considered will be welcomed from organisations all over the globe. Organisations will be responsible for all applicable taxes and charges related to them being registered in or working from any country outside the UK. Invoices will be paid in £ Sterling (GBP) and we will not be responsible for any currency conversion charges.
- 4.2. We expect a close and trusted working relationship in which the appointed suppliers to the Framework adopt an attitude of collaborative working for achieving objectives of projects and programmes successfully and efficiently. Some work under the Framework may require a supplier to work collaboratively with WRAP for an external organisation as a sub-contractor. Suppliers awarded to the framework will be a representative of WRAP at all times when providing Services on an assignment for WRAP with other organisations. The suppliers shall be engaged and proactive, proposing innovative and creative solutions where appropriate whilst providing reliability and strength in their advice and delivery.
- 4.3. Organisation Profile of all bidders:
- Able to meet and evidence the specifications detailed for each of the individual Lots applied for, as detailed in Section 5 below.
  - Awareness of key environmental issues, challenges and solutions associated with the relevant sector(s). Ability to adapt approach to local context to maximise traction and impact.
  - Able to understand, absorb and synthesise complex information, translating it into impactful deliverables.
  - Able to work independently, as well as collaborating effectively with WRAPs internal teams, including working alongside in-house technical experts as required.
  - Able and willing to represent WRAP as and when required with credibility and with high-quality, professional delivery.

**Table 3**

<u>Stage</u>	<u>Title</u>	<u>Purpose / Content</u>	<u>Assessment / Outcome</u>
<b>Pre-Qualification</b>	Delta Questionnaire	Supplier details via the Delta e-Sourcing portal, including: - Central Digital Platform (CDP) Sharecode - Company Information - Subcontracting Arrangements - Exclusion Grounds (debarments) - Supplier Declaration	<b>Not scored</b> <i>Compliance check - used to confirm eligibility under Procurement Act Regulations.</i>
<b>Stage 1 – Selection Questionnaire (SQ)</b>	Geographical Location	Suppliers are asked to indicate areas where they operate or could provide services. In particular we will need information on any time difference or international VAT fees etc that may impact timelines and budget.	<b>Not scored</b> <i>For information and unranked Direct Award purposes only.</i>
	Experience, technical ability and expertise.	Minimum of 1 and maximum of 3 case studies demonstrating high quality creative output, ideally for purpose-led organisations or equivalent. <b>OR</b> Short justification statement	<b>Scored</b> <i>Used to determine whether supplier progresses to Stage 2.</i>
<b>Stage 2 – Invitation to Tender (ITT)</b>	Written Proposal (65%)	Full qualitative response showing how the supplier would approach the example creative tasks.	<b>Scored</b> - qualitative criteria as per award model.
	Cost / Price (25%)	Day rates and any other pricing structures associated with the Framework agreement.	<b>Scored</b> - evaluated alongside the written proposal.

	Social Value (10%)	Support for social causes or environmental record (e.g. environmental policies and/or case studies demonstrating impact).	<b>Scored</b> – qualitative criteria as per award model.
--	--------------------	---	--

## 5. Requirements for each Lot

### 5.1. Lot 1 – Graphic Design & Artworking

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.

Please note that Bidders who are invited through to Stage 2 (ITT) will be expected to provide evidence of their expertise and technical competency in the specialisms they have identified in Stage 1 (Selection Questionnaire).

WRAP anticipates appointing:

- Up to **3 retained agencies** (for strategic or high-volume projects)
- Up to **5 freelancers** (for flexible, responsive, ad-hoc support)

#### 5.1.1. Sector Specialism(s):

As part of this procurement, Bidders will be asked in the Annexes, which relates to the different Lots, to indicate which category specialisms they have expertise in and can deliver work against under this Framework.

**Table 4**

Lot 1 – Graphic Design & Artworking – Sector Specialisms	
<b>1. Editorial Design</b>	<ul style="list-style-type: none"> <li>• Reports &amp; Publications</li> <li>• Case Studies</li> <li>• User Guides</li> <li>• Campaign Toolkit / Guidelines</li> <li>• Bespoke InDesign templates</li> <li>• Designed PDFs for digital distribution</li> </ul>
<b>2. Data visualisation</b>	<ul style="list-style-type: none"> <li>• Infographic cards (for social channels)</li> <li>• Iconography</li> <li>• Digestible impact overviews</li> <li>• Process/journey maps</li> <li>• Before &amp; after comparisons</li> <li>• Posters &amp; pull-outs</li> <li>• Map-based infographics</li> <li>• Web-based interactive infographics</li> </ul>

<b>3. Digital Assets</b> <ul style="list-style-type: none"> <li>• Social media graphics (motion &amp; static)</li> <li>• Digital advertising assets (motion &amp; static)</li> <li>• Web banners</li> <li>• Email marketing graphics</li> <li>• Posters &amp; pull-outs</li> <li>• Presentation &amp; slide decks</li> <li>• Accessibility adaptations</li> </ul>
<b>4. Print Assets</b> <ul style="list-style-type: none"> <li>• Reports &amp; publications for print</li> <li>• Event materials (roller banners, signage, wayfinding)</li> <li>• Fact sheets, posters, stickers</li> <li>• Merchandise</li> <li>• Labelling guides</li> </ul>
<b>5. Artworking</b> <ul style="list-style-type: none"> <li>• Amending existing designs</li> <li>• Multi-language versioning</li> <li>• Formatting designed documents for print</li> <li>• Reformatting artwork for different sizes or outputs</li> <li>• Application of brand guidelines</li> <li>• Artwork builds from supplied templates</li> <li>• Preflight &amp; Proofing</li> <li>• File output optimisation</li> </ul>

## 5.2. Lot 2 – Video, Animation and Photography

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)

### 5.2.1. Sector Specialism(s):

**Table 5**

Lot 2 – Video, Animation and Photography
<b>1. Video</b> <ul style="list-style-type: none"> <li>• Case study films</li> <li>• Campaign films</li> <li>• Stakeholder interviews</li> <li>• Event coverage and highlight reels</li> <li>• Podcast recording</li> <li>• On-location filming (e.g. food, recycling, or supply chain environments)</li> <li>• Drone videography</li> <li>• Short form content tailored for socials</li> <li>• Voiceover recording and direction</li> <li>• Editing and post-production (subtitles, music licensing, grading)</li> <li>• Format adaptation for multi-platform use (16:9, 9:16, square)</li> </ul>

<ul style="list-style-type: none"> <li>• Scripting and storyboarding</li> <li>• Consent and rights management</li> </ul>
<b>2. Animation</b> <ul style="list-style-type: none"> <li>• Explainer animations</li> <li>• Animated infographics and data visuals</li> <li>• Logo animation / stings</li> <li>• Title sequences, kinetic typography or animated overlays</li> <li>• Character animation (for campaigns or educational content)</li> <li>• Interactive or animated web embeds</li> <li>• Social motion graphics (GIFs, reels, carousels)</li> <li>• Subtitling and accessibility adaptation</li> <li>• Style frame development or animation storyboarding</li> <li>• Adaptation to different languages</li> </ul>
<b>3. Photography</b> <ul style="list-style-type: none"> <li>• On-location shoots</li> <li>• Environmental portraiture</li> <li>• Event photography</li> <li>• Headshots / staff photography</li> <li>• Product photography</li> <li>• Campaign photography (for use across digital and print)</li> <li>• Lifestyle imagery to support storytelling</li> <li>• Editing, retouching, and image optimisation</li> <li>• Consent and rights management</li> </ul>

### 5.3. Lot 3 – Brand & Campaign Development

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**

#### 5.3.1. Sector Specialism(s):

**Table 5**

<b>Lot 3 – Brand &amp; Campaign Development</b>
<b>1. Creative strategy</b> <ul style="list-style-type: none"> <li>• Creative concept development for hero campaigns and flagship initiatives</li> <li>• Messaging frameworks and narrative development</li> <li>• Behaviour change insight integration</li> <li>• Campaign platform creation (including naming and narrative arcs)</li> <li>• Strategic alignment of creative with WRAP's programme objectives</li> <li>• Creative direction and oversight of content production</li> <li>• Audience insight development and persona creation</li> <li>• Channel strategy input and cross-platform creative rollout plans</li> </ul>
<b>2. Campaign Delivery</b> <ul style="list-style-type: none"> <li>• Development of campaign toolkits and asset suites for partner rollout</li> <li>• Art direction, scheduling, and management of multi-channel campaign content</li> <li>• Coordination of messaging and visuals across digital, print, and environmental formats</li> <li>• Paid and organic content adaptation across platforms</li> <li>• Performance reporting (creative-specific insights)</li> </ul>

<p><b>3. Copywriting &amp; Messaging</b></p> <ul style="list-style-type: none"> <li>• Tone of voice development (for campaign or brand identity)</li> <li>• Long and short-form copywriting for digital, print, and press</li> <li>• Social copy development for behaviour change messaging</li> <li>• Taglines, slogans, and narrative framing</li> <li>• Adaptation of technical content into public-facing messaging</li> <li>• Inclusive, accessible and plain-language copywriting</li> </ul>
<p><b>4. Brand Identity Development</b></p> <ul style="list-style-type: none"> <li>• Logo and sub-brand development (campaigns, toolkits, certification marks)</li> <li>• Full visual identity creation (colour palettes, type systems, iconography, visual language)</li> <li>• Verbal identity and tone of voice guidelines</li> <li>• Visual identity refresh or evolution</li> <li>• Brand architecture and hierarchy (e.g. WRAP programme sub-brands &amp; initiatives)</li> </ul>
<p><b>5. Brand Guidelines &amp; Toolkits</b></p> <ul style="list-style-type: none"> <li>• Design of brand guidelines (static PDFs and/or interactive)</li> <li>• Co-branding and partner branding guidance</li> <li>• Asset libraries and implementation toolkits</li> <li>• Editable templates for internal/partner use (e.g. InDesign, PowerPoint, Canva)</li> <li>• Certification or mark usage guidelines</li> </ul>
<p><b>6. Certification &amp; Standards Branding</b></p> <ul style="list-style-type: none"> <li>• Design and implementation of certification marks</li> <li>• Messaging strategy around standards/certification participation</li> <li>• Assets and materials promoting scheme adoption (e.g. recycling, food waste)</li> <li>• Behaviour change framing for trust-building marks or badges</li> <li>• Partner or licensee rollout support (e.g. guidelines, toolkits, co-branding)</li> </ul>

## 6. Personnel

- 6.1. Any changes to the team throughout the duration of the agreement must be agreed in advance with WRAP. Staff must have the relevant skills, knowledge and experience as described in the relevant lot.

## 7. Pricing

- 7.1. For work called off under the contract you cannot exceed the current rates stated in your agreement but can reduce them.
- 7.2. On each annual anniversary of the Commencement Date of the contract you can submit a request in writing for WRAP to consider an increase in your rates in line with the All-Items Consumer Prices Index (as published by the Office for National Statistics) applying for the month of the Commencement Date anniversary. WRAP will not consider requests for increases by any higher amount or for any other reason, notwithstanding WRAP is not obliged to approve any increase.
- 7.3. You can revisit your rates to reduce them at any time during the duration of the contract.
- 7.4. Suppliers shall have processes in place for managing pricing ensuring costs and pricing are managed appropriately. This shall include ensuring the grade mix of the team assigned to projects called off will be adapted to provide the right balance in terms of quality and cost effectiveness.

## 8. Data Security

- 8.1. The supplier's personnel and sub-contractors shall always comply with the provisions and obligations contained in company procedures, The Data Protection Act and the General Data Protection Regulation.
- 8.2. Data collected will be owned by WRAP and WRAP will be the Data Controller, as required by the Act. The supplier will be defined as the Data Processor, as required by the Act.
- 8.3. Ensure confidentiality of all data collected, in accordance with legal requirements and recognised and relevant protocols. There may be a requirement to work with us to collate and provide data should it be subject to access requests or scrutiny from supervisory authorities.
- 8.4. Ensure that sufficient measures are always in place to achieve cyber security, data protection and disaster recovery best practice.

## 9. Safeguarding

- 9.1. Contractors under the framework must ensure compliance with WRAP Safeguarding Policy (<https://wrap.org.ngo/safeguarding-policy>) and will ensure that these standards are monitored throughout the delivery of the contract. You should ensure that all sub-contractors involved in the project will also be committed to compliance with WRAP Safeguarding Policy.

## 10. Branding

- 10.1. Unless otherwise specified, the Contractor must adhere to WRAP's Brand Guidelines, attached as Appendix 2.

## 11. Call off process for all Lots

- 11.1. 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:

### 11.1.1. 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.

### 11.1.2. 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

## 12. Framework Management

### 12.1. Suppliers awarded to the framework must:

- Provide a named single point of contact of appropriate seniority to be your Framework Manager with whom we will liaise on all management matters throughout the duration of the framework agreement.
- Provide a clear escalation route of named people of appropriate seniority through which WRAP can escalate operational and performance issues and can also highlight positive feedback.
- Maintain an oversight of all work allocated and propose opportunities for improved coordination and efficiency where possible to reduce overall costs and improve value for money.
- Have processes and systems in place for ensuring costs and pricing are managed appropriately.
- Use appropriate project management techniques to ensure that all activities are undertaken on time, on budget and to a high standard of quality; manage budget and risks robustly and resolve issues promptly.
- Actively participate in performance reviews initiated by WRAP. These will be two-way meetings, discussing the supplier's performance in delivering their work and our performance as a client.

## 13. Performance Management (KPI's)

*WRAP reserves the right to amend the frequency and scope of KPI monitoring during the framework period.*

### 13.1. Routine or Low-Value Assignments

For smaller, reactive, or one-off assignments (e.g., producing a single graphic or providing short, ad hoc support), WRAP will monitor performance informally through day-to-day contract management. Feedback will be provided directly to the supplier where necessary. Formal KPI scoring will not be applied to these types of assignments.

### 13.2. Strategic, Larger or Longer-Term Assignments

For larger, more strategic, or ongoing assignments, a simple vendor rating system will be applied to monitor performance. This will be based on the following KPIs:

- Assignment proposal provided on time and containing the required work.
- Assignment delivery on time – in accordance with the agreed schedule and days.
- Assignment delivery to agreed specification and required quality.
- Assignment delivery to agreed budget.
- Demonstrated alignment with WRAP's FREDIE Principles throughout the assignment.
- Collaboration; engaged with WRAP, other suppliers and partners (where applicable) in a collaborative and cooperative manner.

Performance will be reviewed either at the end of each significant assignment or periodically (e.g., quarterly) for ongoing work. KPI's will be scored on a 1–4 basis, where 1 is very poor and 4 is very good. Feedback will be shared confidentially with suppliers.

### 13.3. Annual Strategic KPIs

Where applicable, the following strategic KPIs will be reviewed annually and discussed at review meetings:

- Continuous Improvement: innovation embedded as part of supplier culture; actively seeks opportunities for continuous improvements, efficiencies, and value for money and shares benefits with WRAP.
- Sustainability benefits: proactive in identifying and implementing opportunities which contribute positively to sustainability, the wider community, diversity, and inclusion.
- Demonstrated progress against Carbon Reduction Plans.

### 13.4. Managing Underperformance

If performance scores of 1 or 2 are received on more than one occasion, or if other performance issues arise, WRAP may request a Rectification Plan using WRAP's standard template. Upon receipt, WRAP may:

- Accept the plan, with the supplier immediately implementing actions at their own cost.
- Reject the plan, giving reasons, and request an amended version.
- Reject the plan and take action as set out in the framework terms and conditions.

### 13.5. Relationship Management

An annual supplier review meeting will be held to discuss overall performance. The supplier will:

- Actively participate in performance reviews.
- Provide a single point of contact of appropriate seniority for day-to-day matters.
- Provide a clear escalation route through named individuals of appropriate seniority, for both performance issues and recognition of good performance.

## 14. Bidding Procedure

### 14.1. Bid submissions

- Bids will only be accepted through the DELTA e-sourcing portal [www.delta-esourcing.com](http://www.delta-esourcing.com). Registering on and using Delta as a supplier to WRAP is free of charge. If you require assistance, please contact the Delta Helpline (0845 270 7050, 08:30 – 17:30 (GMT) Monday to Friday, or via the Chat function, or via their online Helpdesk).
- Please be aware that to participate in this procurement procedure and submit a compliant bid, all suppliers must meet the UK Government's legal requirement to register on the Find a Tender Service (FTS) and the Central Digital Platform (CDP).
- Suppliers must complete their CDP registration to generate a Supplier ShareCode, which must be provided within their bid submission. The ShareCode enables WRAP, via Delta, to verify your organisation's identity and status in line with Cabinet Office and Public Procurement Gateway requirements.
- You must link your CDP ShareCode to your Delta supplier profile prior to submission. Failure to do so may result in an incomplete or non-compliant submission, which WRAP reserves the right to reject.

- A detailed **Delta User Guide**, titled *Pulling CDP Supplier Data into Delta*, is available to support you with this process. This guide and additional support materials can be found here: <https://www.delta-esourcing.com/delta/help/userguides.html>
- We strongly recommend that you review this guidance early in the bidding process to allow sufficient time to register, obtain your ShareCode, and complete your submission ahead of the stated deadline.
- The process WRAP uses to select its suppliers is a competitive one. You should keep your bid focussed on the specific requirements and objectives of the work, and we recommend that you also consider the assessment criteria.
- To constitute a compliant bid, it is essential that all required information and documentation is fully completed, in the correct format, and your bid is confirmed in Delta by the deadline date and time. It is your responsibility to ensure your bid is confirmed in Delta before the deadline date and time. Delta will automatically deny access from the deadline date and time, **including bids which are in the process of being uploaded.**

#### **Ensure you allow sufficient time before the deadlines to submit your bid.**

- Details not provided or not fully completed may constitute an admission of unsuitability/inability to fulfil requirements and may result in the bid being rejected at WRAP's absolute discretion.
- Your bid and all accompanying documents would be preferable in English, however given the international scope of this Framework, French and Spanish submissions will also be accepted.
- All bids must remain valid for a minimum period of 120 days following the deadline for receipt.
- We reserve the right to reject any bid if any information provided is found to be false, misleading, incomplete or inaccurate.
- Variant bids are not permitted.
- We accept tenders from individuals, companies and from consortiums. Should you decide to bid as part of a consortium you will need to identify one member of the consortium (the "Lead Contractor") to act as the contracting party. All other consortium members will be sub-contractors to the Lead Contractor.
- You may only submit, or be involved in, one compliant bid.

#### **14.2. Enquiries about this ITT**

- If you wish to submit questions relating to this ITT, please do so using the 'Message Centre' of the Delta e-sourcing portal. Questions submitted in any other way will not receive a response.
- Responses and the nature of the questions will be shared with all bidders (unless WRAP decides there is a specific reason not to) without disclosing the name of the bidder who raised the question.
- At WRAP's discretion, questions/requests for clarification on any element of this ITT or the procurement process submitted after the deadline stated in the timetable within section 1 will not be responded to.

#### **14.3. Terms & conditions**

- By submitting a bid, you agree to all requirements and conditions of bidding stated or implied in this Invitation to Tender and its supporting documents. We reserve the

right to exclude or disqualify you at any time if we reasonably believe you to be in breach of any of these conditions.

- Any agreement entered into as a result of this bidding process shall be in accordance with WRAP's terms & conditions as provided separately as Appendix 5. There can be no negotiations over these terms & conditions, and we may reject bids as non-compliant if they include requests for amended or additional terms.
- You must therefore satisfy yourself as to all requirements, conditions of bidding and terms & conditions before submitting your bid.
- We will require minimum insurance cover levels as set out in the terms & conditions. To be considered for assessment, you must have this cover in place at the time of bidding or must include (as part of your bid submission) a commitment to take out such cover in the event of being appointed.

#### 14.4. Limitation

- No aspect of this procedure shall constitute a contract or part of a contract. Bidders participate in this process on the strict understanding that the procedure may be altered or that WRAP may not proceed for any reason. WRAP reserves the right not to follow up this ITT in any way and in particular not to enter into any contractual arrangement with any of the bidders. WRAP does not bind itself to enter into negotiations or proceed with or accept any bid.
- Any decision to bid is at the sole discretion of the bidder and WRAP excludes all liability in respect of any costs incurred in tendering for this framework and, should you be appointed to the framework, for any costs incurred in bidding for any call-off contract.

#### 14.5. Rejection of bids

- We reserve the right to reject your bid where there are circumstances which in our reasonable opinion could impact upon your ability to deliver the services required. Such circumstances could include:
  - (i) a financial report or other financial information suggesting you are at risk of insolvency;
  - (ii) you are subject to relevant legal proceedings;
  - (iii) you have a conflict of interest for which there is no feasible remedy;
  - (iv) we may initially seek to clarify the circumstances with you.
  - (v) We reserve the right to reject your bid if any information provided is found to be false, misleading, incomplete or inaccurate.

#### 14.6. Accuracy and modifications

- Information in this document is offered in good faith for the guidance of interested parties, but no warranty or representation is given as to the accuracy or completeness of any of it. We and our advisers shall not be liable for any error, misstatement or omission.
- Any notification of a modification to this document shall be issued electronically and all bidders will be alerted via the Delta e-Sourcing portal of the actual changes made. All such changes shall be deemed to constitute part of the Invitation to Tender. If necessary, we may revise the deadline for receipt of bid submissions to maintain a fair bidding period.
- In the event of changes being made to this document after you have submitted your bid you are required to resubmit your bid to evidence that you have given due consideration to the changes made.

- Once we have notified bidders of a modification it is your sole responsibility to ensure that your bid incorporates the modification, is accurate, and contains the information that you intend.

#### 14.7. Confidentiality

- All information supplied in connection with this Invitation to Tender shall be regarded as confidential and by submitting a Tender you agree to be bound by the obligation to preserve the confidentiality of all such information.
- All bids will be treated on a confidential basis by us and our advisers, subject to the provisions of the Freedom of Information Act 2000.
- By taking part in this process you acknowledge and accept that we may publish contract information about the winning bidders and any subsequent call-offs (including the contract value and the name and contact details of the winning bidders) on WRAP's website and any mandatory registers (such as Contracts Finder, Find a Tender and OJEU TED) or elsewhere, as required of Contracting Authorities by legislation, government, our funders, or in line with recognised industry good practice.

#### 14.8. Copyright

The copyright in this document is vested in WRAP. This document shall not, either in whole or part, be reproduced, copied, distributed, stored in any medium or otherwise made available to any other party in any circumstances, for any other purpose than that for which it is intended, without our prior written consent. This document, and any document issued as supplemental to it, are and shall remain the property of WRAP and must be returned upon demand.

#### 14.9. Publicity

You shall not undertake (or permit to be undertaken) at any time, whether at this stage or after any contract award, any publicity activity with any section of the media in relation to this procurement process other than with our prior written agreement. Such agreement shall extend to the content of any publicity. In this paragraph the word 'media' includes (but is not limited to) radio, television, newspapers, trade and specialist press, the internet and e-mail accessible by the public at large and the representatives of such media.

#### 14.10. Canvassing

If you or any person employed by you, whether or not to your knowledge, canvasses or offers any inducement, fee or reward to any employee of WRAP in connection with this framework you shall at our discretion be disqualified from the procurement process and/or the subsequent framework. At our discretion your bid may also be disqualified or any resulting Framework Agreement and contracts cancelled.

#### 14.11. Collusion

If you or any person employed by you, whether or not to your knowledge, colludes with others, or provides or uses information which enables collusion with others, to undermine competitive bidding in the establishment or operation of this Framework, shall be disqualified from the procurement process and/or the subsequent Framework. At our discretion your bid may also be disqualified or any resulting Framework Agreement and contracts cancelled.

## 15. Your Tender

*This section explains the information you must provide in your request to participate and, if invited, your tender.*

15.1. This procurement is being conducted in accordance the Procurement Act 2023 and its associated regulations, using a Competitive Flexible Procedure. The process will be delivered in two distinct stages, as outlined below. The process is made up of the following steps:

15.2. **Pre-Qualification via Delta eSourcing Questionnaire:** All Suppliers must first complete the Delta Questionnaire, which includes:

- **Central Digital Platform (CDP) Sharecode:** Suppliers must provide their CDP Sharecode, enabling the contracting authority to access information already held (such as basic company information, financial standing, etc.).
- **Company Information:** Basic details including name, registration number, contact details, and registered address. Information about your company (and any sub-contractors or partner companies to your tender).
- **Subcontracting Arrangements:** Where subcontractors will be used to deliver any part of the services, suppliers should provide their details and explain the proposed delivery model.
- **Debarments / Exclusion Grounds:** Suppliers must confirm whether any mandatory or discretionary exclusion grounds apply, as set out in the Procurement Act 2023.

15.3. **ITT Stage 1 – Selection Questionnaire (SQ):** Any company/individual may submit. This Stage is to assess whether suppliers have the minimum technical and professional ability to deliver the requirements under this Framework. You must complete and submit a separate SQ response for the Lot(s) you are applying for.

- Suppliers will be asked to submit a case study (minimum of one, maximum of three) to demonstrate relevant experience delivering services similar to those outlined under **Section 5**.
- Case studies should be concise and clearly aligned to the scope of the applicable Lot.
- The Stage 1 Selection Questionnaire (SQ) comprises mandatory and discretionary exclusions and corporate requirements. As indicated in Table 6a each question response will be assessed as:
- Pass (acceptable) or Fail (not acceptable); or
- Competitively assessed on a scored basis in the range 0 to 7, with 0 being non-compliant and 7 being Excellent. The scoring assessment guide is provided in Table 6a.
- You shall be disqualified if any of your responses to the mandatory exclusions (57(1) to (4) of The Regulations, which relate to convictions for various types of serious crime) are assessed as Fail.
- We also reserve the right to reject a bid from being considered further when one or more of the discretionary exclusions or corporate requirements are evaluated as Fail, or the bid scores 4 or below in any scored criterion.
- In recognition of the need to ensure fair and equitable access, suppliers unable to provide a case study or reference are asked to submit a short justification explaining the reason. This will be scored using the same scale applied to case studies, considering your potential, clarity of reasoning, and relevance to the Framework.

15.4. **Stage 2 – Invitation to Tender Submission:** Only shortlisted suppliers will be invited to submit a bid/proposal, each lot being applied for require a separate written submission. This

stage will involve a full qualitative and commercial evaluation of proposals. Suppliers that pass Stage 1 will be invited to submit:

- **Written Proposal** - This must address the aspects stated in Appendix 1 below but will broadly comprise of demonstrating how suppliers will deliver the requirements of the relevant Lot(s), including their understanding of the scope of specialisms, demonstration of expertise and ability to deliver.
  - Your written proposal should be limited to no more than **10** x A4 sides at minimum 10pt font (excl. cover page, glossary, index, executive summary, and appendices). You should keep your responses focussed on the specific objectives and requirements, and we recommend you also consider the assessment criteria.
  - The assessment panel may not assess beyond the stated maximum number of sides, so if your submission exceeds that number it will result in your bid being deemed non-compliant.
  - Do not provide information by linking to websites or external sources as the assessors may not refer to these.
  - As indicated in Table 6a each question response will be competitively assessed on a scored basis in the range 0 to 7, with 0 being non-compliant and 7 being Excellent. The scoring assessment guide is provided in Table 6a.
  - Please do not state your day rates in your written proposal.
- **Pricing Schedule** – You must provide your day rates that will apply to the framework by completing the Schedule, and any other pricing structures relevant to the Framework.
  - Bids not using this template, or which have reformatted or modified the template may be deemed non-compliant and may not be assessed.
  - Enter the names of your proposed individuals, ensuring these are consistent with the individuals stated in your written proposal. Enter your day rate for each person in £ Sterling (GBP) inclusive of VAT at the prevailing UK rate.
  - The estimate of percentage of the total time each specialism / grade will be needed in this framework is detailed in the Rates Schedule, this is an estimate based on historic experience and will only be used for assessment.
    - We acknowledge that the percentage allocation for each person/role is an estimate based on the information in this ITT and our experience of doing the types of projects we require. All bidders are in the same position, so the assessment will be fair.
  - The template will automatically calculate a composite day rate from the day rates and estimated time involvement of each person/role. This composite day rate will only be used as part of the price assessment of your bid for a place on the framework (see assessment procedure in Section 16).
    - If you offer roles at reduced day rates, or pro-bono (enter £0), this this would reduce your composite day rate giving you a higher assessment score.
    - If your bid is successful, the day rates you have submitted in the Rates Schedule will form part of the framework agreement.
    - These day rates shall be the maximum day rates that can be applied to all contracts/assignments delivered under the framework agreement.

- You can revisit your rates to reduce them at any time during the term of the framework agreement, including for the delivery of individual contracts/assignments.
- Day rates shall not be increased for any reason during the term of the framework agreement, except if there is an increase in the relevant rate of UK VAT.
- If the relevant UK VAT rate changes during the duration of the Framework Agreement, we will adjust the stated rates and issue an amendment to the agreement accordingly.
- In line with the provisions of the Procurement Act 2023, Suppliers appointed to this Framework will be permitted to review and update their composite day rate once annually on the anniversary of the Framework's commencement.
- Additionally, when the Framework is re-opened for new applications, existing appointed Suppliers will have the opportunity to either re-submit their Bid and pricing or revise their existing submission in line with market competition, should they choose to do so.

15.5. Below are the applicable attachments included with this Stage 2 Tender:

- Annex 2 – WRAP Brand Guidelines
- Annex 3 – Stage 2: ITT Bid Quotation Excel
- Annex 4 – Framework Terms and Conditions

15.6. Delta

Access the Delta Tenderbox for this procurement exercise (SQ) via **Access Code: V7S6846CDJ**

Fully complete the questionnaire, providing the information requested.

- Enter the information and upload documents where directed.
- Documents must be uploaded individually, not as a single combined document.
- Provide your Rates Schedule in Microsoft Excel format and all other documents in PDF format.

You are not required to submit any other information than that requested. Any information that is not specifically requested may be disregarded.

Further guidance can be found in Section 14.1.

15.7. File formats

Ideally, save and submit your application forms and supporting documents in .pdf format. Alternatively, Microsoft Word .doc or open data.odt format are also acceptable.

Any file which is detected as a virus threat or including a macro (which can indicate a potential threat of a virus) will be rejected without being opened. This may therefore cause an application to be rejected at WRAP's absolute discretion.

## 16. Assessment Process

*This section states the process and criteria we will use to assess the requests to participate and the tenders.*

16.1. WRAP must be satisfied that each potential supplier has the appropriate capability, experience and resources available to undertake the work to WRAP's requirements and provide the necessary services under this Framework.

The assessment process consists of three key stages, each detailed below;

#### 16.2. **Pre-Qualification Stage – Via Delta eSourcing**

*This stage is used to confirm eligibility and legal standing. It is not scored, but incomplete or non-compliant submissions may result in disqualification.*

All suppliers are required to complete a Pre-Qualification Questionnaire through the Delta eSourcing platform. This includes:

- Supplier identity and company information
- Subcontracting arrangements
- Confirmation of any relevant exclusion grounds under the Procurement Act 2023.
- Supplier declarations

#### 16.3. **Stage 1 - Selection Questionnaire (SQ)**

Stage 1 is designed to determine whether a supplier has the required technical and professional ability to deliver services under the Framework. This includes:

- Geographical coverage – Suppliers are asked to provide information on where they can deliver services. This is for planning purposes only and will not be scored.
- Technical and Professional Ability – Suppliers must provide a minimum of one and maximum of three case studies to demonstrate their experience relevant to the scope of the specific Lot. This will be competitively assessed and scored in the range 0 to 7, with 0 being non-compliant and 7 being Excellent.
- Any bid that scores 4 or below may be rejected, at our discretion.
- We may (but are not obliged to) seek clarification from you before deciding whether to reject.

#### 16.4. **Stage 2 – Invitation to Tender (ITT)**

16.4.1. Suppliers who successfully progress to Stage 2 will be invited to submit a full written proposal and commercial response. This Stage will be assessed on a scored basis of the written bids, price submission & supporting documents (*if applicable*). Bids will be competitively assessed against the criteria stated in Appendix 1 using the information submitted in the bids. We may use information from any part of your bid when assessing any criterion. Bids will be assessed in the following way:

16.4.2. The written proposal will be assessed against qualitative criteria, such as delivery approach, understanding of scope, innovation, and resourcing.

- Each (sub)criterion except Price (which is explained separately below) will be scored in the range 0 to 7, with 0 being non-compliant and 7 being Excellent.
- Any bid that scores 3 or below in any criterion may be rejected, at our discretion.
- We may (but are not obliged to) seek clarification from you before deciding whether to reject.
- For each criterion the score given will be multiplied by the corresponding % weighting stated in Appendix 2.
- The maximum possible score for each criterion (7 x score weighting) is also shown in Table 6b.
- The weighted scores will then be totalled to give a total score for the bid. The maximum possible score is 700 (= 100%).

16.4.3. The commercial response will be evaluated on day rates and any relevant pricing structures.

- Price of your bid will be assessed using a composite day rate derived from your proposed day rates and estimate of the total time each person/role will be involved in delivering the requirements of the framework.
- Composite day rate =  $\sum_{\text{Role } 1}^{\text{Role } n} \text{Day rate (n)} \times \text{Time estimate \% (n)}$
- The Rates Schedule spreadsheet will automatically calculate your composite day rate.
- Tenders will be evaluated relative to the lowest compliant tender using the formula:
- $\frac{\text{Composite day rate of lowest compliant bid}}{\text{Your composite day rate}} \times \text{Maximum score for the price criterion}$

*WRAP reserves the right to exclude any supplier at Stage 2 if they fail to meet essential requirements or minimum thresholds or a response receives a score of 4 or below in any quality criterion.*

16.4.4. During assessment of tenders, we may request further information or evidence from you, or from other sources, to support statements made or to conduct sufficient due diligence.

**Appendix 1 - ITT Stage 2 Assessment Criteria** (A submission is required for each applicable Lot.)

Lot 1 – Graphic Design & Artworking (Max. 10 x A4 sides)	% weighting
<p><b>Creative Approach and Strategic Understanding</b> Provide an outline of how you would approach the following example creative task:</p> <p><b>WRAP Annual Impact Report</b> <b>Indicative Budget:</b> £6-£10k</p> <p><b>Scenario:</b> WRAP is producing a 10–12 page annual impact report to highlight programme achievements and outcomes over the last financial year. The primary audience includes potential funders, strategic partners, and national &amp; international government stakeholders.</p> <p>The report will be distributed as a designed digital PDF, with the following supporting assets:</p> <ul style="list-style-type: none"> <li>• Bespoke infographics and iconography to present data clearly and visually</li> <li>• A LinkedIn social asset suite (e.g. static posts and quote cards) to promote key highlights</li> <li>• A web banner or homepage feature on wrap.ngo</li> <li>• Multi-language versions (Welsh, Spanish, and Portuguese)</li> </ul> <p><i>The visual tone must be professional and engaging, demonstrating WRAP’s impact in a way that is credible, accessible, and brand aligned. In this scenario copy would be provided by copywriters and translators.</i></p> <p><b>Outcome:</b> Increase awareness and understanding of WRAP with our target audience and inspire them to want to work with/fund us.</p> <p><b>Task:</b> Please describe how you would approach this brief. Your response should cover:</p> <ul style="list-style-type: none"> <li>• Your process for interpreting the brief and understanding the target audience (clarifications, project management, kick off, etc.)</li> <li>• Your approach to layout design, visual hierarchy and accessibility</li> <li>• Your experience producing multi-language or localised versions of core materials</li> <li>• How you would handle version control, stakeholder feedback, and final delivery across channels</li> <li>• (Optional) Examples of relevant reports, data visualisation, or B2B social campaign assets you’ve worked on</li> </ul> <p><i><b>Note:</b> You are not required to produce creative outputs as part of your response. Instead, focus on demonstrating your approach, process, and ability to deliver high-quality, consistent and brand-aligned assets across multiple formats and languages. Visual examples or past case studies may be included but are not required.</i></p>	65%
<p><b>Social Value</b> WRAP is committed to creating social, environmental, and economic value. As part of this Framework, please describe at least one example (past or proposed) of delivering social or environmental value, proportionate to your size and capacity. Your response may outline any actions you/your organisation already takes or will take during the Framework that contribute to:</p> <ul style="list-style-type: none"> <li>• Ethical working practices</li> <li>• Environmental sustainability (e.g. waste reduction, carbon savings, circular economy outcomes)</li> <li>• Social value (e.g. skills development, inclusive employment, community benefit)</li> <li>• Economic value (e.g. supporting SMEs, innovation, or local supply chains)</li> </ul> <p><i><b>Note:</b> WRAP welcomes responses from suppliers of all sizes. Activities should be meaningful and proportionate to your organisation’s capacity.</i></p>	10%
Price	25%
	100%

Lot 2 – Video, Animation & Photography (Max. 10 x A4 sides)	% weighting
<p><b>Creative Approach and Strategic Understanding</b> Provide an outline of how you would approach the following example creative task:</p> <p><b>WRAP food manufacturer case study</b> <b>Indicative Budget:</b> £6-£10k <b>Scenario:</b> WRAP works with a national food manufacturer that has redesigned its packaging, diverted surplus food to redistribution partners, and reduced waste by 40% through operational changes. We want to showcase this transformation with the aim of inspiring other businesses and demonstrating WRAP's real-world impact. <b>Task:</b> Describe how you would approach this brief to deliver against <b>one or more</b> of the following creative specialisms below.</p> <p><b>Video:</b></p> <ul style="list-style-type: none"> <li>• A 90 second case study video for WRAP's website</li> <li>• Cut downs for social media</li> <li>• Includes interviews with the client (e.g. sustainability lead), on-site B-roll of the production process, and a short interview with a WRAP specialist</li> <li>• Clean captions, branded overlays and music/SFX</li> <li>• Focuses on emotive storytelling, real-world actions and measurable results</li> </ul> <p><b>Photography:</b></p> <ul style="list-style-type: none"> <li>• High-quality on-location stills of the facility, staff in action, packaging lines and waste-reduction processes</li> <li>• Portraits of WRAP colleagues and staff who participated in the change (for human storytelling)</li> <li>• Used in WRAP publications, impact reports, website, and social posts</li> <li>• Following WRAP's established photography guidelines and art direction</li> <li>• Serves as a long-term asset library for WRAP's communications</li> </ul> <p><b>Animation/Motion Graphics (data clarity):</b></p> <ul style="list-style-type: none"> <li>• A 30 second animated explainer summarising the company's impact stats (E.g. CO<sub>2</sub> saved, tonnes of waste reduced, cost savings)</li> <li>• Separate cutdown animations for social media or as part of a campaign series</li> <li>• Visually engaging and easy-to-understand data storytelling for digital platforms</li> </ul> <p><b>Outcome:</b> Demonstrate WRAP's real-world impact and inspire other businesses to work with WRAP.</p> <p><i><b>Important Notes:</b> You are <b>not</b> required to produce any creative content as part of your submission, focus on explaining your proposed approach, process, and ability to deliver high-quality outputs. You may include relevant visual examples or case studies, but this is <b>optional</b>. You are invited to respond in relation to <b>only the specialism(s)</b> that are relevant to your expertise and service offering. WRAP confirm that all responses will be assessed <b>equally</b>, based on the quality of the proposed approach, not the number of specialisms covered. You will not be penalised for selecting only <b>one</b> specialism. Scoring will focus on the quality and relevance of your response to your selected area(s).</i></p>	65%
<p><b>Social Value</b> WRAP is committed to creating social, environmental, and economic value. As part of this Framework, please describe at least one example (past or proposed) of delivering social or environmental value, proportionate to your size and capacity. Your response may outline any actions you/your organisation already takes or will take during the Framework that contribute to:</p> <ul style="list-style-type: none"> <li>• Ethical working practices</li> <li>• Environmental sustainability (e.g. waste reduction, carbon savings, circular economy outcomes)</li> <li>• Social value (e.g. skills development, inclusive employment, community benefit)</li> <li>• Economic value (e.g. supporting SMEs, innovation, or local supply chains)</li> </ul> <p><i><b>Note:</b> WRAP welcomes responses from suppliers of all sizes. Activities should be meaningful and proportionate to your organisation's capacity.</i></p>	10%
<b>Price</b>	25%
	100%

Lot 3 – Brand & Campaign Development (Max. 10 x A4 sides)	% weighting
<p><b>Creative Approach and Strategic Understanding</b> Provide an outline of how you would approach the following example creative task:</p> <p><b>WRAP Circularity Standards</b></p> <p><b>Indicative Budget:</b> £20-30K</p> <p><b>Scenario:</b> WRAP is preparing to launch a new initiative: Circular Living Standards — a set of guidelines and certification aimed at helping consumers and businesses shift towards circular behaviours, products, and services.</p> <p>This B2C campaign will:</p> <ul style="list-style-type: none"> <li>• Raise public awareness of the Circular Living Standards</li> <li>• Encourage consumers to seek out and trust certified products and services</li> <li>• Build awareness and recognition of the certification mark</li> <li>• Drive behaviour change aligned with circular economy principles (reuse, repair, reduce, recycle)</li> <li>• Target audiences include UK consumers, with a focus on 25-55 year olds who are climate-conscious but not necessarily sustainability experts.</li> </ul> <p><b>Task:</b> Describe how you would approach the development of this campaign. Consider:</p> <ul style="list-style-type: none"> <li>• How you would develop a campaign concept and narrative that connects emotionally and motivates action</li> <li>• Your process for building an effective visual and verbal identity for the campaign</li> <li>• Your approach to multi-channel campaign planning, including social, digital, and partnership assets</li> <li>• How you would incorporate behaviour change insight, inclusivity, and accessibility</li> <li>• (Optional) Examples of previous campaign or brand development work that demonstrates your suitability</li> </ul> <p><b>Outcome:</b> Increase awareness, recognition and adoption of the Circular Living Standards.</p> <p><i>Note: You are <b>not</b> required to produce creative outputs as part of your response. Visual examples or past case studies may be included but are <b>not</b> required.</i></p>	65%
<p><b>Social Value</b> WRAP is committed to creating social, environmental, and economic value. As part of this Framework, please describe at least one example (past or proposed) of delivering social or environmental value, proportionate to your size and capacity. Your response may outline any actions you/your organisation already takes or will take during the Framework that contribute to:</p> <ul style="list-style-type: none"> <li>• Ethical working practices</li> <li>• Environmental sustainability (e.g. waste reduction, carbon savings, circular economy outcomes)</li> <li>• Social value (e.g. skills development, inclusive employment, community benefit)</li> <li>• Economic value (e.g. supporting SMEs, innovation, or local supply chains)</li> </ul> <p><i>Note: WRAP welcomes responses from suppliers of all sizes. Activities should be meaningful and proportionate to your organisation's capacity.</i></p>	10%
<b>Price</b>	25%
	100%

## Appendix 2 - Scoring Guide for Assessment

**Table 6(a) Scoring Guide for Assessment in Stage 1: SQ**

*Responses (whether case studies or justifications) will be scored 0–7, with scores based on:*

<b>7: Excellent</b>	Exceptional depth and relevance; strong outcomes and impact clearly linked to Lot scope.
<b>6: Very good</b>	Very strong and relevant example(s); well evidenced, aligned and clearly explained.
<b>5: Good</b>	Somewhat strong, credible and relevant example(s); outcomes fairly explained.
<b>4: Acceptable</b>	Satisfactory example(s) or justification; basic relevance and competence demonstrated. <b>Bid may be rejected</b>
<b>3: Poor</b>	Weak or limited evidence; vague outcomes or unclear relevance. <b>Bid may be rejected</b>
<b>2: Very poor</b>	Very limited or weak example; insufficient detail. <b>Bid may be rejected</b>
<b>1: unacceptable</b>	No meaningful demonstration of capability. <b>Bid may be rejected</b>
<b>0: Non-compliant</b>	No response provided or non-compliant. <b>Bid may be rejected</b>

**Table 6(b) Scoring Guide for Assessment in Stage 2: ITT**

*Written Submission will be scored 0–7, with scores based on:*

<b>7: Excellent</b>	The response demonstrates a complete understanding of the task and meets the requirements in full. It includes comprehensive, insightful explanations of the supplier's approach, with clear articulation of process, rationale, and expected outcomes. Supporting examples or case studies (where provided) are highly relevant and demonstrate outstanding creative and technical expertise. Any references or testimonials strongly reinforce the supplier's capability.
<b>6: Very good</b>	The response shows a very good understanding of the task and is detailed and technically sound. There is robust explanation of how the brief would be approached, with relevant examples that demonstrate clear experience. The process is well-structured, and the response builds confidence in the supplier's ability to deliver. Any supporting evidence reinforces their claims.
<b>5: Good</b>	A clear and relevant response that demonstrates a good understanding of the task. The approach is sound and feasible, with appropriate examples or past experiences to support the method. The process is logical, and the response shows alignment with WRAP's needs and audiences.
<b>4: Acceptable</b>	An acceptable response that shows some understanding of the task, though the explanation may be limited in depth or detail. Some examples are provided, but links between process and outcomes may not be consistently clear. Limited articulation of how the brief will be delivered. May require clarification or follow-up. <b>Bid may be rejected</b>
<b>3: Poor</b>	A partially relevant but generally weak response. It touches on elements of the requirement but lacks coherence, technical depth, or a convincing approach. Examples (if included) are underdeveloped or lack relevance. <b>Bid may be rejected</b>
<b>2: Very poor</b>	Demonstrates very limited understanding of the task. The response lacks structure, detail or relevance. No clear process or rationale is presented. Supporting evidence is minimal or missing. <b>Bid may be rejected</b>
<b>1: unacceptable</b>	The response fails to demonstrate any real understanding of the task. It may significantly misinterpret the requirements or raise serious concerns about the supplier's suitability. <b>Bid may be rejected</b>
<b>0: Non-compliant</b>	No relevant response provided, or response demonstrates no technical expertise or relevant experience. <b>Bid may be rejected</b>

## 17. Award to the Framework

*This part states the process that will be used in awarding places on the framework, and further conditions that you agree to be bound by within this process.*

- 1.1. WRAP intends to appoint the highest scoring set number of bidders to the framework, as noted in Table 2, who meet the required standards and demonstrate the best price/quality ratio based on the evaluation criteria.
- 1.2. Appointment to the Framework will be subject to the anticipated set number Bidders achieving the highest scores in the final total assessment (Stage 2). In addition, any Bids receiving a score of 4 or lower for any individual criterion may be rejected, as this will be considered a failure to meet the high standard required for Framework appointment.
- 1.3. Following evaluation of the tenders you will receive written notification of our decision.
- 1.4. We will issue written notice of our intent to award framework agreements, subject to a minimum mandatory standstill period as laid down in The Regulations. Agreement documentation will be issued only after the standstill period has passed.
- 1.5. Contracts will be awarded to successful bidders on the basis of a framework agreement expiring no later than the date stated in Section 1 of this ITT. We reserve the exclusive right to extend the duration of the agreements beyond the initial term (e.g. to reflect available funding and our programme requirements).
- 1.6. The framework agreement will set out the general objectives and payment terms; the requirements of each individual piece of work being called off the framework will be detailed in separate briefing documents (Call Offs) and purchase orders issued by WRAP.
- 1.7. Within seven calendar days of receipt of any agreement documentation, you shall sign and return such paperwork to us. You will not be eligible to provide services under the agreement until the agreement documentation is signed and returned to us.
- 1.8. Any agreement entered into as a result of this tender process shall be in accordance with the terms & conditions provided with this ITT.
- 1.9. Appointment to this framework offers no guarantee of work and its use will depend on the varying and flexible requirements of our projects throughout the year. All values expressed within the contract notice are maximum values and are not intended to represent a guarantee of the level of work that may ultimately be awarded via this process. Also, the existence of the framework does not preclude us from procuring similar services through other routes.
- 1.10. In line with the provisions of the Procurement Act Regulations and as this is an Open Framework, Suppliers appointed to this Framework will not be entitled to amend their composite day rate during their term of appointment. However, when the Framework is re-opened for new applications, existing Suppliers wishing to remain on the Framework will be entitled to revise their submission, including pricing, should they choose to do so. This re-submission will be subject to the same evaluation process as new applicants, and there is no guarantee of continued appointment should another bidder achieve a higher score.