**Client Brief**

**Department: Communications Directorate**

**Organisation: Foreign, Commonwealth & Development Office**

**Framework ref: RM3796 – Communications Services, Lot 9 (Production)**

**Project: Provision of Video and Production Services**

**Date issued: 27/09/21**

**Response deadline: 17:00, 08/10/21**

Context

1. **About our organisation**

The Foreign, Commonwealth and Development Office (FCDO) works at home and overseas to pursue our national interests and project the UK as a force for good in the world. The FCDO promote the interests of British citizens, safeguard the UK’s security, defend our values, reduce poverty and tackle global challenges with our international partners.

The FCDO employ around 17,300 staff in our diplomatic and development offices worldwide, including in 280 overseas embassies and high commissions. Our UK-based staff work in King Charles Street, London and Abercrombie House, East Kilbride. The FCDO also have other London offices, including 22 Whitehall, and staff based in Milton Keynes. Please see [www.gov.uk/fcdo](http://www.gov.uk/fcdo) for further information and details of the FCDO’s Posts overseas.

1. **The Client**

The FCDO’s Communications Directorate helps deliver the FCDO’s foreign and development policy and corporate objectives, by changing attitudes and behaviours of domestic and international target audiences. The FCDO provide end to end, integrated, and multi-platform communications across the FCDO network.

The FCDO’s Communications and Engagement Directorate aims to be a best in class, global communication network at the cutting edge of the latest trends and audience insight, pursuing an innovative, multi-discipline approach, fully integrated with policy and working across HMG to deliver positive outcomes for foreign and development policy through excellent communication.

The Requirement

1. **The services required**

The FCDO are seeking an Agency who can provide two experienced creative video editor/producers to be embedded within the Communications and Engagement Directorate at FCDO. The resource will be based in the Creative Content, Marketing Campaigns and Planning Department, but will work with FCDO staff in the UK and across the network to deliver high quality digital products for our external social media channels.

The FCDO would also be looking for the Agency to provide a range of additional skilled personnel/services on a call-off basis (further details below).

1. **Mandatory constraints/ services required**

The FCDO are seeking an Agency who can provide two experienced creative video editors/producers (hereafter referred to as “Contractor(s)”) to be embedded within the FCDO for the duration of the contract period (01 March 2022 – 28 February 2024, Initial Term, with an optional third year Extension Period).

The Contractors must be available to work in King Charles Street on a rota basis from Mon – Friday every week. FCDO staff are currently working to a hybrid model, with a proportion working from home. Over time the FCDO expect more staff to return to working in our offices. The Contractors will need to be on-call for some weekends during busy periods. Occasional filming overseas may be required.

The Contractors must be able to record and edit video and audio content of high editorial and technical quality in a range of formats, to agreed time scales. They must have a flexible approach and Client focus and also have a strong awareness of social media communication trends and channels. In most cases, the Client will determine the scope and direction of the project that the Contractors are required to deliver.

All Contractors (i.e. those working at FCDO premises and /or using FCDO IT) will be required to undergo and successfully obtain [Security Check](https://www.gov.uk/government/publications/united-kingdom-security-vetting-clearance-levels/national-security-vetting-clearance-levels) (SC) level clearance prior to the Commencement of Full Operations date of 1st March 2022. The FCDO will begin the SC application process for the Agency on contract award. The FCDO has included a period between contract award and Commencement of Full Operations for the SC process, but the Agency is responsible for delivering a minimum of two SC cleared Contractors on Commencement of Full Operations. The Agency should factor this into their recruitment strategy and timeline. The Contractors are required to maintain client confidentiality and sign a confidentiality agreement.

The FCDO may reject a Contractor should they not meet the role requirements specified in this Client Brief. The FCDO may require the Agency to provide a new Contractor if a Contractor fails to meet quality standards or is unable to meet agreed timeframes for work allocated.

Normal working hours are 42 hours per week Monday to Friday (e.g. 9am to 5.24pm, inclusive of a one hour lunch break), although at times FCDO require flexibility on earlier or later start times.

The FCDO will require weekend on-call cover from one Contractor. The Contractor will usually be required to work remotely and must have access to their own editing and video equipment. The Agency may charge a standby fee for the on-call Contractor, even if they are not called on to work. If the Contractor is required to work for more than 3 hours in a single day, the applicable day rate will be charged. If the Contractor is required to work less than 3 hours work in a single day, these will be charged at an hourly rate. At present the level of weekend work needed is still to be determined, so the Price Schedule (Attachment 4) contains some indicative figures. These should not be taken as a firm indication of the level of expected work.

Occasional evening and Bank Holiday work may also be required. This will be compensated through time off in lieu, or through the agreed day rates for call-off services, if time off in lieu is not practical.

There may be circumstances (for example during public holidays or periods of extended downtime) in which the FCDO will not need the Contractors to work. The maximum total number of non-working days per annum would be 15 weekdays for each Contractor. The FCDO aim to give a minimum of one week of notice of any day(s) we don’t need a Contractor to work.

If a Contractor cannot work (e.g. sickness or leave) for a period longer than one day, the Agency will provide cover Contractors qualified as described in this Client Brief and SC cleared to replace the Contractor until they return to work. Contractors will not receive sickness or holiday pay.

The contracted service will cover production on site in King Charles Street, London as the primary location, but may also include work on locations elsewhere in the UK. Additional costs due to filming on external locations including travel or additional production resources are expected to be covered under the call-off arrangement and would be charged to FCDO with prior agreement.

Communications & Engagement Directorate has a suite of professional production equipment including cameras, lighting and audio equipment, and edit workstations for use by the embedded Contractors. The Agency will provide suitable edit laptops to enable the Contractors to work from home as well as in the office. The Agency will also provide a DSLR video camera and audio equipment to each Contractor in order that they are able to undertake filming / photography on location at short notice.

The Contractors must ensure production kit is well-maintained and content files are given correct metadata and fully backed up after filming. The Contractor will maintain production risk assessments for filming in public places.

For both embedded roles, The FCDO require the following skills and experience:

* Strong video editing skills
* Minimum of four years professional production experience
* Experience of using Adobe Premiere Pro CC and After Effects
* Good knowledge of DSLR and fixed lens cameras, and basic lighting skills.
* Experience filming in a range of environments.
* Ability to structure video stories
* Good awareness of production safety and risk mitigation.
* Ability to manage the production process of projects from start to finish
* Good stills photography for events and studio style work
* Strong digital asset management experience to back up edits and maintain archive.
* Strong attention to detail
* Experience creating content for conferences and events
* Significant experience editing short form social video
* Experience creating simple graphics
* Understanding and awareness of social media channels and trends
* Experience filming Ministers and/or VIPs (preferred)
* An interest in current affairs (preferred)

The FCDO also require the Agency to provide a range of additional skilled personnel/services on a call-off basis, including:

* Additional editor/producer
* Highly skilled cameraperson
* Stills photographer for events and studio style work
* Camera assistant

1. **Social Value**

The FCDO is committed to delivering social value through all its contracts. The FCDO uses the Government’s [Social Value Model](https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts), which describes how Government and its suppliers can deliver social value.

The Model has 5 themes, the FCDO has selected Theme 4 (Equal Opportunity) and the Policy Outcome “Tackle workforce inequality” for this Contract. In this Contract, the Agency shall deliver action to support in-work progression to help people, including those from disadvantaged or minority groups, to move into higher paid work by developing new skills relevant to the Contract.

The Agency shall deliver a Method Statement and project plan that demonstrate and describe the Agency’s existing or planned:

● Understanding of in-work progression issues affecting the market, industry or sector relevant to the contract, and in the Agency’s own organisation and those of its key sub-contractors.

● Inclusive and accessible development practices, including those provided in the Guide for line managers on recruiting, managing and developing people with a disability or health condition.

● Measures to support in-work progression to help people in the contract workforce, to move into higher paid work by developing new skills relevant to the contract. Illustrative examples:

○ Inclusive and accessible recruitment practices, and retention-focussed activities.

○ Offering a range of quality opportunities with routes of progression if appropriate, e.g. T Level industry placements, students supported into higher level apprenticeships.

○ Working conditions which promote an inclusive working environment and promote retention and progression.

○ Demonstrating how working conditions promote an inclusive working environment and promote retention and progression.

○ A time-bound action plan informed by monitoring to ensure employers have a workforce that proportionately reflects the diversity of the communities in which they operate, at every level.

○ Including multiple women, or others with protected characteristics, in shortlists for recruitment and promotions.

○ Using skill-based assessment tasks in recruitment.

○ Using structured interviews for recruitment and promotions.

○ Introducing transparency to promotion, pay and reward processes.

○ Positive action schemes in place to address under-representation in certain pay grades.

○ Jobs at all levels open to flexible working from day one for all workers.

○ Collection and publication of retention rates, e.g. for pregnant women and new mothers, or for others with protected characteristics.

○ Regular equal pay audits conducted.

Following approval by the FCDO, the Agency will deliver the activities described in the Method Statement and project plan.

1. **Timescales**

The FCDO recognises that the Agency will require a setting up period in order to source the required staff and for those staff to undergo the FCDO’s security clearance process.

The Agency will have up to six weeks to source the staff and the Authority six weeks to deliver security clearance. The following timeline will apply:

Contract Commencement Date – **1st December 2021**

Agency delivers staff information to the FCDO for security clearance – no later than **14th January 2022**

Commencement of Full Operations – no later than **1st March 2022**

Expiry of Initial Term – **28th February 2024**

The Commencement of Full Operations date may be brought forward by mutual agreement of the Agency and the FCDO.

The Agency’s rates shall apply from the Commencement of Full Operations date. No payments shall be made to the Agency prior to Commencement of Full Operations.

1. **Contract length**

The contract will have an Initial Term of two years, with an optional Extension Period of one year, to be used on the approval of the FCDO.

1. **Payment**

Payment will be monthly in arrears. The FCDO will pay all undisputed invoices within 30 days. Payment can only be made following satisfactory delivery of the services.

Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

1. **Reporting & Contract Management**

The FCDO requires the Agency to provide a named point of contact / account manager, available 09.00 -17.30 on working days.

The FCDO requires the Agency to attend 2 meetings in each Contract year to discuss performance of the services under the contract.

The FCDO requires the Agency to deliver 2 reports in each Contract year, detailing the performance of the contract.

**J) Key Performance Indicators**

The FCDO will monitor the performance of the Contract against the following Key Performance Indicators (KPIs). The Agency shall at all times provide the Contract services to meet or exceed the target for each KPI.

Each month, the Agency shall send Performance Monitoring Reports to the Client detailing the level of service which was achieved against each KPI in the previous month. Where targets are not met, the Agency will provide the Client with a Service Credit against the invoice for the relevant month.

Service Credits are a reduction of the amounts payable in respect of the Contract services and do not include VAT. The Agency shall set-off the value of any Service Credits against the relevant invoice.

1 Service Credit is equal to 1% of the invoice total for the relevant month.

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| KPI | Service Area | KPI description | Target | Service Credits |
| 1 | Delivery of Contractors | 2 Contractors, qualified and security cleared as described in this Client Brief, available to the FCDO on Commencement of Full Operations. | 100% | The FCDO will not be charged the day rate for the staff who are not available.  In addition, the FCDO will receive 1 Service Credit for each day staff are not available. |
| 2 | Staff Availability | Where Contractors are not able to work (e.g. due to sickness), for a period longer than 1 day, the Agency will provide cover Contractors qualified and security cleared as described in this Client Brief | 100% | The FCDO will not be charged the day rate for the staff who are not available.  In addition, the FCDO will receive 1 Service Credit for each day staff are not available. |
| 3. | Replacement of Staff. | The FCDO may require the Agency to provide a new Contractor if a Contractor fails to meet quality standards or is unable to meet agreed timeframes for work allocated.  Under these circumstances, the Agency will provide a replacement Contractor, qualified as described in this Client Brief for security clearance, to the FCDO within 4 weeks. |  | The FCDO will not be charged the day rate for the staff who are not available.  In addition, the FCDO will receive 1 Service Credit for each day staff are not available. |