



The Planning Inspectorate
Yr Arolygiaeth Gynllunio

Video Production Services Invitation to Tender

Contract Reference: PINS 17/2/879

9 August 2019

Invitation to tender for the provision of Video Production Services for the Planning Inspectorate

The Planning Inspectorate has identified a requirement for the provision of Video Production Services and invites you to submit a tender to work with us on a call-off contractual basis.

To ensure fairness, all suppliers are required to submit their proposals in accordance with the instructions provided. Failure to do so could invalidate your proposal.

Thank you for taking the time to consider working with the Planning Inspectorate, I look forward to hearing from you and encourage you to ask any questions should you require any clarification once you have reviewed all of the documentation.

Please contact me if you have any queries on 0303 444 5459 or at julie.oakes@planninginspectorate.gov.uk

Yours sincerely

A handwritten signature in black ink that reads "Julie Oakes". The script is fluid and cursive, with the first letters of "Julie" and "Oakes" being capitalized and prominent.

Julie Oakes MCIPS
Commercial Manager

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1 ■ About the Planning Inspectorate

- 1 The Planning Inspectorate is an Executive Government Agency in the Department for the Ministry of Housing, Communities and Local Government (MHCLG) and the Welsh Government. It is responsible for:
 - national infrastructure planning, which includes large-scale projects such as harbours, power generating stations and electricity transmission lines;
 - planning and enforcement appeals;
 - examining local plans and community infrastructure levy charging schedules;
 - listed building consent appeals;
 - advertisement appeals;
 - reporting on planning applications that are called in for MHCLG's Secretary of State to decide;
 - compulsory purchase orders;
 - rights of way cases;
 - cases arising from the Environmental Protection and Water Acts, the Transport and Works Act and other Highways Legislation; and,
 - applications for awards of costs which may arise from any of the above.
- 2 Our headquarters are in Bristol, where about 370 support staff and senior management are based. We also have a small office in Cathays Park, Cardiff which deals with casework arising in Wales. Support staff carry out a wide range of functions such as those relating to all aspects of casework (including dealing with the public); providing direct support for Inspectors; formal decision making for some types of casework; and ensuring essential organisational support through the provision of Corporate Services such as Finance, Commercial, HR and Information Technology.
- 3 Appeals are determined and recommendations are made by our home-based workforce which consists of some 350 Planning Inspectors, all of whom are professionally qualified (for example, as town planners, architects, lawyers or engineers). They come into the Bristol office infrequently but they are provided with remote access to the Inspectorate's ICT systems. In addition we contract with 79 Non Salaried Inspectors (NSIs) who are similarly geographically dispersed. More information about the Inspectorate is available [here](#).
- 4 The Planning Inspectorate's Strategic Plan for 2019-2024 sets out the following:



- 5 To deliver these priorities, a Transformation Programme has been established and work is now underway in most areas following approval to proceed (and associated funding) from the Ministry of Housing, Communities and Local Government. This is an exciting time for the Inspectorate as we strive to become an exemplar organisation, putting the customer at the heart of what we do.

Background to the requirement

- 6 As part of our goals to position ourselves as planning experts and to work with others to improve the planning system, our external communication efforts set out to deliver a series of communications products to help achieve these aims. Video and photography content is a key enabler to deliver better customer information and help market the organisation in our recruitment efforts.
- 7 The need for professionally produced video content has grown significantly over the past few years. With limited capacity internally to meet demand, we are seeking to commission video production externally in order to achieve our communications objectives.
- 8 Responsibility for video production lies with the Senior Communications Officer – Digital and Social Media. The selected supplier would work with the Officer and other staff members across the organisation to script, storyboard, film and edit video content for the Inspectorates' Youtube channel, intranet, website and social media channels.
- 9 As the largest employers of planners in the UK, we serve communities across England and Wales by providing timely and high-quality decisions and recommendations on a variety of planning and land use matters. Our external audience include

planning agents, members of public with an interest in planning disputes, infrastructure developers, legal professionals, local planning authorities, government organisations and environment professionals. Our content will be targeted at these groups or a combination of them.

2. The Requirement

- 10** Our requirement is for full video production services to include storyboarding, filming (including the provision of footage and photography for the Inspectorate's content library), audio, motion graphics and editing.

Contract Model Structure

- 11** The successful supplier shall be appointed on a call-off contract basis.
- 12** The type of work required is detailed below. Please note that this list is not exhaustive, and the Inspectorate will work with the successful supplier to agree projects as necessary:

Requirement 1 – Branding and reputation

To position the Planning Inspectorate as trusted, independent and innovative planning experts by providing easy to understand video content about our work and role as well as sharing our expertise with a professional audience through interviews from subject matter experts.

Requirement 2 – Recruitment

To showcase the breadth and quality of work of our people. 'Sell' the Inspectorate as a great career option for prospective employees. This is likely to consist of around five 1-2 minute films showcasing the work of different employees.

Requirement 3 - Guidance

To provide clear and easy to understand guidance for customers so they are knowledgeable about the process and take the right actions. This will consist of a series of short animations, or a combination of filmed and animated films.

- 13** This work will be particularly suited to small businesses and freelancers in the Bristol area.
- 14** Additional requirements may be added to the contract model to meet future business needs.
- 15** Section 4 of this document provides further information on essential skills and experience needed.

Deliverables

- 16** The key deliverables for this contract are listed below. We will provide a project brief for each piece of work to ensure both parties are clear on the deliverables:
- Explainer film to outline the work and purpose of the Planning Inspectorate. Primarily for use on our Youtube channel for an audience unfamiliar with our work and also included in the Inspectorate's new starter induction briefing.
 - A series of filmed interviews with subject matter experts to explain technical planning matters for our professional audience delivered through our social channels.
 - Explainer film to explain the work of planning inspectors – where and how they operate and how they reach decisions. Delivered through our Youtube channel for appellants and included in the induction briefing.
 - A series of short guidance films to explain how to appeal a planning decision, how to appeal an enforcement notice, how a local plan is examined, how to appeal a tree preservation order, how to prepare for a local plan examination, how to prepare for a nationally significant infrastructure application.
 - Provision of b-roll footage and images into a library for use in future communications projects by the Inspectorate.
 - Adhoc filming as required. These include training events at our office in Bristol and may be required at short notice.

Skills and Experience

- 17** We want to work with suppliers who can demonstrate the skills and experience listed below. Details of the evaluation criteria which will be used in the selection of the successful tenderer can be found in Annex B.
- i. Experience of turning complex information into engaging and memorable video content.
 - ii. Experience of conducting filmed interviews including knowledge of audio, lighting and filming techniques.
 - iii. Skilled in, and subscriber of, Adobe CC including Premier, After Effects, Illustrator and Photoshop – files will need to be shared for collaboration and future edits.
 - iv. Experience of animated video content.
 - v. Knowledge of Youtube live streaming.

- vi. Experience of working with a medium to large sized professional services organisation (preferable).
- vii. Photography

Conditions of Contract

- 18** The contract will be subject to the Planning Inspectorate's Conditions of Contract included at Annex A.

Contract Location

- 19** The Planning Inspectorate is based in Bristol and Cardiff, but our staff work all over England and Wales.
- 20** The successful supplier will be based locally to our Bristol office but will be expected to travel as necessary to fulfil the requirements of the contract. Reasonable applicable expenses will be reimbursed at cost in accordance within the limits set in Schedule 1 of the Conditions of Contract (Annex A) for travel outside of Bristol.

Contract Duration

- 21** The call off contract shall be for up to 18-months with an option to extend for a further 12-months subject to business need and contractor performance.

Resources

- 22** The successful supplier may use the Inspectorate's equipment for our projects.
- 23** Additional resources or equipment required for projects can be discussed during the planning phase.
- 24** The appointed supplier will be expected to provide their own editing suite using Adobe CC.

Contract Performance

- 25** To ensure that the supplier meets the required standards through the life of their engagement with the Inspectorate, they shall be monitored through key performance indicators included in Schedule 3 of the Conditions of Contract, they include quality and timeliness targets.

Allocation of Work

- 26** All work will be allocated in agreement with the Contract Manager.

Invoicing

- 27** Invoices should be submitted monthly in arrears. Details of invoicing procedures will be given at time of award to the successful supplier.

3. Procurement Dates

- 28** The table below sets out the procurement process and associated timescales. Key dates for suppliers (when you need to be available) are highlighted, although attendance at the supplier event is not mandatory.

Activity	Date*
Invitation to tender issued	7 August 2019
Closing date for questions from tenderers	13 August 2019
Tender deadline	12 Noon on 3 September 2019
Stage 1 - Evaluation of tenders & results provided to all tenderers	3-6 September 2019
Confirmation of progression to Stage 2	6 September 2019
Stage 2 – interview and presentation	11 September 2019
Final scores agreed	12 September 2019
Contract award The contract will be awarded to the successful supplier	13 September 2019
Work starts	w/c 23 September 2019

4. Evaluation Process & Criteria

- 29** The evaluation of suppliers will be in 2 stages:
- Stage 1
Quality – evaluation of tenders submitted
Cost – evaluation of costs submitted
 - Stage 2
Interview & presentation evaluation
- 30** You will only be invited to progress to Stage 2 of the evaluation if you pass Stage 1.

Scoring

- 31** Tenders will be scored against the criteria in Annex B.
- 32** Criteria will be scored on a scale of 0-5 in accordance with the Planning Inspectorate's standard scoring guide as shown below.



Stage 1 – Quality evaluation

- 33** The tenderer must meet all the criteria in Annex B. Should any of the criteria not be met, the tender will be 'Failed' and no further evaluation of the tender will be completed.
- 34** The evaluation will be scored as follows:
- The evaluator will review tenders and produce a quality score by rating tenders on a scale of 0-5 for each criterion. The scores will be added together for each Supplier giving a total score.

Stage 1 - Cost evaluation

- 35** Tenderers are asked to propose a fixed hourly and daily rate for providing the services. The cost evaluation will be calculated as follows:
- The fixed rates price will be scored as a percentage of the score in the pricing criteria. The lowest value will score the maximum score available (100%).
 - The lowest final evaluation prices will receive the maximum scores and all other tenders will be reduced by reference to the lowest price using the "Lowest Cost Price Scoring Methodology".
 - The pricing provided by the winning tenderer will be taken across in any agreed contract.
- 36** For the avoidance of doubt, any tender which is double that of the lowest price tender will receive a zero score for this criterion.
- 37** The total evaluation score will be broken down as follows:
- Quality: 60%
 - Cost: 40%
- 38** Tenders will be then ranked and the top 3 will be invited to stage 2, an interview and presentation. Although we do reserve the right to invite more or less as we see fit.

Stage 2 –Interview

- 39** The suppliers shortlisted in Stage 2 will be invited to an interview. The scores from Stage 2 of the evaluation will supersede the respective scores determined in Stage 1
- 40** At interview, the shortlisted tenderers shall respond to a series of questions relating to the service they are proposing and the interviewers will score them. There will be no duplication of criteria already assessed in stage 1 of the evaluation.

Stage 2 - Presentation

- 41** The shortlisted tenderers shall provide a showreel of their previous work.
- 42** The interviewers will score them and add this to the interview score giving a total score for the stage 2 evaluation.

Total Score

- 43** The evaluation score from stage 2 will be calculated as follows:
- Interview: 30%
 - Presentation: 40%
 - Cost: 30% (from stage 1)
- 44** Tenderers shall then be ranked, and the highest scoring supplier will be selected and awarded the contract.

5. Your Tender

- 45 Tenderers shall provide a proposal by completing and submitting the Tender Response template and Price Schedule included in Annex C.
- 46 The production of concise, succinct information is essential for fair evaluation of tenders.
- 47 **Tenders must be submitted by email to procurement@planninginspectorate.gov.uk no later than Noon on 3 September 2019.** We reserve the right to refuse any tenders received after this deadline.
- 48 Your tender should be submitted in an **unprotected Microsoft Word format.**
- 49 Tenderers are not entitled to claim any costs or expenses from the Inspectorate which may be incurred in preparing tenders, whether or not the tender is successful.
- 50 While reasonable care has been taken in preparing the information in this ITT and any supporting documents, the information within the documents does not purport to be exhaustive nor has it been independently verified.
- 51 Questions asked during the tender process will be published with their answers to all tenderers. Any such information will be made anonymous before being passed on. The Inspectorate reserves the right to not respond to such enquiries where this would be inappropriate.