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1. PURPOSE

- 1.1 The requirement is for a range of video vignettes to be produced which will be incorporated into situational judgement tests and other assessment exercises for use in recruitment in the Civil Service. There is a small amount of additional promotional material included in the requirement.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 1.1 The Cabinet Office, Civil Service Human Resources team (CSHR) (The Customer) is made up of over 3,500 colleagues across government. HR teams provide a source of expertise on people, policies, processes and recruitment campaigns. The Customer supports the government workforce and help departments and professions to build a modern, effective Civil Service. Centrally, the HR function manages expert services and offers guidance in areas including pay and reward, talent management, employment policies, strategic workforce planning, and learning and development. The head of function is the Government Chief People Officer, Rupert McNeil.
- 1.2 The Customer's ambition is to transform the Civil Service's future workforce. This starts with delivering an effective HR service and getting basic people processes right. The Customer works to the priorities in the Workforce Plan, ensuring that the teams can respond to the government's current and future challenges. The Customer aims to attract and retain talented people from all backgrounds and walks of life, and to develop great leaders. The Customer seek to build career paths that develop breadth of experience and depth of expertise and help to establish cost-effective and flexible reward structures for civil servants. The Customer want the Civil Service to become the most inclusive employer in the UK.
- 1.3 The Government Recruitment Service (GRS), within CSHR provides a wide range of recruitment services to UK Civil Service departments, including the provision of online psychometric tests. GRS has embarked on an ambitious strategy to develop and host its own psychometric tests, to be used in recruitment for a wide range of jobs in the Civil Service.
- 1.4 Civil Service Fast Stream and Early Talent (FSET) is also within CSHR and oversees a number of programmes, including the Fast Stream graduate programme, number 2 in The Times Top 100 graduate employers of choice. It offers around 1300 roles each year, across 15 different scheme options. Fast Stream is now seeking to comprehensively update its recruitment approach, a core element of which is the integration of video-based material.
- 1.5 This Contract will cover two separate but similar CSHR requirements:
- 1.5.1 Requirement 1 for the Government Recruitment Service (GRS);

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1.5.2 Requirement 2 for the Civil Service Fast Stream and Early Talent (FSET) team.

2. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

Requirement 1:

- 2.1 GRS provides a wide range of recruitment services to UK Civil Service departments, including the provision of online psychometric tests. GRS has embarked on an ambitious strategy to develop and host its own psychometric tests, to be used in recruitment for a wide range of jobs in the Civil Service.
- 2.2 One such test, an online Situational Judgement Test (SJT), incorporates the use of recorded video content as part of the test. The test taking job applicant completes the SJT by reading a series of passages of information that simulate a real work situation and is asked to rate the effectiveness of a range of actions that may be taken to respond to, or resolve, a problem being presented in the passage. Some of the situations are presented as short video vignettes, acted out by actors as well as being described in written passages. These vignettes, typically around 20 – 60 seconds long, include one, two or more actors discussing an issue in front of the camera. The test taking job applicant is asked to imagine that they are interacting with the individual(s) in the vignette, and then provide a test response, using multiple choice formats. Some of the video vignettes will be presented in a branching format. That is, depending on the test taker response, different vignettes will be presented. The actors in the branched vignettes will be the same, which allows for filming efficiencies that would not be available were each vignette completely independent of one another
- 2.3 GRS will introduce a handful of SJTs as product offerings to its internal customer base by July 2020, and the tests will need to incorporate the video content. Video vignettes are included because they raise the attractiveness of the user experience for the test taker and enable users who prefer multimedia formats to remain engaged with the test taking task.
- 2.4 The introduction of the test is part of a wider strategy. As part of this strategy, GRS needs to put together an additional number of explainer, promotional or informational videos, which are part of this requirement.
- 2.5 In line with the commitments contained in the Public Services (Social Value) Act 2012, the Customer requires the Supplier to take three specific actions as part of the delivery of its service:
- 2.5.1 Use of diverse actors for the video vignettes, representing at least the level of diversity of modern Britain, particularly in terms of visible diversity characteristics: ethnicity, gender, disability;
- 2.5.2 Provision of work experience opportunities for aspiring school students from disadvantaged backgrounds during the filming process;

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- 2.5.3 Involvement of the voluntary/community sector in the creation of required subtitles, sign language recording and audio description of the video vignettes.

Requirement 2:

- 2.6 The Fast Stream is the Civil Service's flagship graduate-level talent programme. Essentially, it identifies and develops high potential individuals to help meet the present and future demands of the Civil Service. This is a long running talent programme, but the breadth (number of development schemes within the programme) and scale (volumes of vacancies) has now reached unprecedented levels; it is one of the largest graduate talent programmes in the country and continues to grow. The focus of Fast Stream has also changed, and has become overtly a leadership development programme that aims to recruit a wide range of diverse talent. Selection assessments need therefore to be more overtly geared towards gauging leadership potential of candidates.
- 2.7 Fast Stream has historically used a range of assessments both online and face-to-face. Prior to 2019 Fast Stream online testing has tended to major on text-based instruments that describe scenarios or problems for candidates to solve with multiple-choice responses. A new generation of assessments developed in 2019, included several assessments that make use of multimedia online content to increase realism of test content, and provide a more engaging and immersive test format for candidates. This was successfully implemented in the 2019/2020 campaigns.
- 2.8 To ensure the content is refreshed between campaigns new multimedia content will need to be inserted into several of these assessments on an annual basis. Part of the test will include some situations that are presented as short video vignettes, acted out by actors as well as being described in written passages. These vignettes, typically around 20 seconds long, include one, two or more actors (characters in the scenario) discussing an issue, or acting out a situation in front of the camera. The candidate is asked to make decisions about several courses of actions displayed to them on the screen after the vignette has been played.
- 2.9 Guidance videos to explain how to use the video interview platform would also be required. The platform allows the video questions to be played to a candidate, who then records their response directly to a camera on the device they are using – such as a mobile phone, tablet or laptop.
- 2.10 Additionally, Fast Stream now also uses video and audio within an assessment centre context. This will involve longer videos providing background and contextual information to be used within assessment centre exercises, for the purpose of describing fictitious organisations, characters, stakeholders and situations within the exercise scenario. This information will be conveyed either

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by characters in the scenario acting a script to camera or otherwise providing a voiceover to stock footage relating to a fictitious scenario including anonymised landscapes, streets, the general public going about their business, generic workplace environments, and graphics such as maps of a fictitious town with flags/pointers to key locations.

- 2.11 Fast Stream anticipates it will use these, as well as other new assessments, for its recruitment campaigns over the next 2 years, and the test will need to incorporate the video content. Video vignettes are included because they raise the attractiveness of the user experience for the test-taker but also because a broader range of media formats tend to lead to positive diversity outcomes.
- 2.12 Such tests are part of a complete redesign and rebuild of the Fast Stream recruitment and selection process. Similar to Requirement 1, Fast Stream requires an additional number of explainer, promotional or informational videos to accompany the assessments.
- 2.13 Requirement 2 also requires the same actions listed in Requirement 1's para 2.5 above.

3. DEFINITIONS

Expression or Acronym	Definition
CSHR	Civil Service Human Resources
GRS	Government Recruitment Service
FSET	Fast Stream and Early Talent
SJT	Situational Judgement Test
In respect to Requirement 2 only:	
Online tests	Phase 1 of the Fast Stream selection process (two out of four are multimedia assessments).
Work-based scenarios	Phase 2 of the Fast Stream selection process (both multimedia assessments).
Assessment Centre	Generic term for a collection of assessment exercises – separately assessed – but used together to build up a picture of candidates' capabilities.
Exercises	A form of assessment where the candidate is presented with fictitious scenarios, information and tasks, and where the manner in which they address the task or the candidate-



	produced response to the task is assessed against pre-defined selection criteria.
Video interview	Phase 3 of the Fast Stream selection process; an asynchronous interview assessment where instructions/questions are posed by video and candidates record their responses as videos for later review by assessors.
Fast Stream Assessment Centre; 'FSAC'	Phase 5 of the Fast Stream selection process; otherwise known as: the Fast Stream Assessment Centre.

4. SCOPE OF REQUIREMENT

Scope of Requirement	<p>The requirement is to produce 100 video vignettes, 20 audio vignettes, plus an additional 7 short informational/explainer/promotional videos</p> <p>For the video vignettes the following actions are in and out of scope:</p> <p style="padding-left: 40px;">In scope (for the Supplier to source): all video production, including casting calls and shortlisting actors, advising on final choices, booking and liaising with actors, catering requirements (if any), studio hire, filming equipment and team sourcing, filming schedule management, post production, script honing/finishing, green screen backgrounds, office furniture props, actor clothing, sourcing and inclusion of sign language translators, subtitles and audio description;</p> <p style="padding-left: 40px;">Excluded (i.e. for the Customer to source/deliver): psychometric test design, psychometric advice, script creation, final actor choices;</p> <p>For the 7 short informational/explainer/promotional videos, the following actions are in scope:</p> <p style="padding-left: 40px;">In scope (for the Supplier to source): video production and editing facilities and resources, some image content, voice over resource, subtitling and text editing, and publishing;</p>
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	<p>Excluded (i.e. for the Customer to source): talking heads, some image content.</p> <p>All of the in-scope actions are mandatory.</p>
<p>Scope of Requirement 2</p>	<p>The requirement is to produce 25 video vignettes (up to 20 seconds) for Phase 2 assessments and 12 longer vignettes for Phase 2 background/case study information (of approx 90 seconds duration - depending on content requirements), 2 guidance videos to explain how to use the video interview platform (up to 2 minutes), 8 longer-form background videos for FSAC (up to 2 minutes) plus an additional information video (intended to give an overview of the selection process to potential applicants).</p> <p>For the video vignettes and FSAC background videos the following actions are in and out of scope:</p> <p style="padding-left: 40px;">In scope (for the Supplier to source): all video production, including casting calls and shortlisting actors, advising on final choices, booking and liaising with actors, briefing actors, catering requirements (if any), studio hire, filming equipment and team sourcing, filming schedule management, post production, script honing/finishing, green screen backgrounds, office furniture props, actor clothing, sourcing and inclusion of sign language translators, subtitles and audio description;</p> <p style="padding-left: 40px;">Excluded (i.e. for the Customer to source/deliver): psychometric test/assessment design, psychometric advice, script creation, final actor choices;</p> <p>For the information video (giving an overview of the selection process), the following actions are in scope:</p> <p style="padding-left: 40px;">In scope (for the Supplier to source): video production and editing facilities and resources, some image content, voice over resource, subtitling and text editing, and publishing;</p> <p style="padding-left: 40px;">Excluded (i.e. for the Customer to source): talking heads, some image content.</p> <p>All of the in-scope actions are mandatory.</p>



5. THE REQUIREMENT

Requirement 1	<p>For the video vignettes:</p> <p>To produce 100 video vignettes of between 30 - 120 seconds each, as per the script set out for each vignette. One third of these 100 vignettes will be branching content, and longer in duration (closer to the 120 seconds length). Two thirds of these 100 vignettes will be non-branching, and shorter in duration (closer to the 30 seconds length). A branching vignette could be 120 seconds long, which is then subdivided into several sub-vignettes in post-production. This information is a guide only. In addition, 20 audio vignettes of up to 30 seconds duration. The exact breakdown will be determined at kick off;</p> <p>Provide a range of green screen office backgrounds to show a variety of work contexts, as per the vignette’s stated requirements, to include modern open plan office environment (minimum of four separate images), meeting room (minimum of 3 separate images), corridor images (minimum of three separate images) and building lobby (minimum of 3 separate images);</p> <p>Office furniture props are in good condition and representative of modern offices;</p> <p>All vignettes to be subtitled in English, with British Sign Language and audio description in each vignette;</p> <p>Actors for 100 vignettes. There should be a diversity of accents in the actors representing all of the UK nations, 40% of the actors should be from a visible ethnic minority, 50% of the actors should be female, and 25% of the actors should have a visible disability;</p> <p>Number of actors in the vignettes. The vignettes are currently in the process of being developed, but it is expected that 50% of all vignettes will have only one actor in it, 30% to have two actors, and 20% will have more than two but only two of the actors will have speaking parts. Actors can be re-used in different vignettes by agreement with the Customer;</p> <p>Due to varying bandwidth capabilities of the intended audience for the video content, the Supplier must be</p>
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	<p>willing to work with the Customer on the desired compression quality;</p> <p>Deliverables for the video vignettes:</p> <p>100 professionally produced video vignettes and 20 audio vignettes in which:</p> <ul style="list-style-type: none">(a) The situation settings are credible/believable;(b) Character portrayals are authentic and believable;(c) Vignettes that are branching in nature are divided into separate sub-vignettes;(d) High quality video, audio and correctly synched subtitles, audio description and British Sign Language digital outputs have been created and are provided according to the technical requirements for the test delivery platform. The subtitles and audio description will probably be produced as a closed service (audio description possibly as a broadcast mix), whilst the British Sign Language content will be an open service, but decisions about this will be determined at kick off;(e) The vignette is an accurate representation of the provided SJT scenario script;(f) Each video and audio vignette will be provided in industry standard format, such as MP3/MP4, and according to the agreed compression quality as set out during initial kick off;
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	<p>Deliverables will be accepted as delivered in formal acceptance meetings, and a record provided to show acceptance was given.</p> <p>For the explainer/informational videos:</p> <p>Candidate engagement videos – up to 5 x 180 seconds videos with animation elements, photos and text, voice over, subtitles and talking heads. Talking heads to be filmed at the Customer’s premises. Filming, content creation to occur between project kick off and the deadline deliverable date in the Milestone Plan;</p> <p>Promotional videos for internal customers – up to 2 x 180 seconds animated videos with with animation elements, talking heads, photos and text, voice over, subtitles. Talking heads to be filmed at the Customer’s premises. Filming, content creation to occur between project kick off and the deadline deliverable date in the Milestone Plan.</p> <p>The key deliverables for the additional explainer/informational videos are that they are professionally produced and conform to the design script (to be developed).</p> <p>Deliverables will be accepted as delivered in formal acceptance meetings, where the final version is reviewed as per the design requirement and stated deliverables, and a record provided to show acceptance was given.</p>
Requirement 2	<p>For <u>all</u> the forms of video in the requirement (unless otherwise stated):</p> <p>To produce video materials as per the script set out for each vignette/video;</p> <p>Provide a range of green screen office backgrounds to show a variety of work contexts, as per the vignette’s stated requirements, to include modern open plan</p>



	<p>office environment (minimum of four separate images), meeting room (minimum of 3 separate images), corridor images (minimum of three separate images) and building lobby (minimum of 3 separate images);</p> <p>Office furniture props are in good condition and representative of modern offices;</p> <p>All vignettes to be subtitled in English, with British Sign Language and audio description in each vignette;</p> <p>Actors or (for some FSAC exercise background videos) voice-over artists for the scripted video material. There should be a diversity of accents in the actors/voice-over artists representing all of the UK nations, 40% of the actors should be from a visible ethnic minority, 50% of the actors should be female, and 20% of the actors should have a visible disability. Actors should mainly (but not exclusively) be younger (under 30) to match target audience.</p> <p>Number of actors in the vignettes. The vignettes are currently in the process of being developed, but it is expected that for the stage 2 vignettes 50% of all video vignettes will have only one actor in it, 30% to have two actors, and 20% will have more than two but only two of the actors will have speaking parts. The precise composition of the 8 FSAC background exercise videos will be are to be confirmed, but are likely to include at least one voice-over. Actors can be re-used in different vignettes by agreement with the Customer. The two interview guidance videos will have up to three actors speaking sequentially.</p> <p>Due to varying bandwidth capabilities of the intended audience for the video content, the Supplier must be willing to work with the Customer on the desired compression quality;</p> <p>Deliverables for the assessment video materials:</p> <p style="text-align: right;">25 professionally produced video vignettes for Phase 2 assessments</p>
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	<p>12 longer professionally produced videos for the stage 2 Phase 2 assessments;</p> <p>2 interview guidance videos;</p> <p>8 professionally produced background videos for the FSAC exercises;</p> <p>Professionally produced video materials in which:</p> <ul style="list-style-type: none">(g) The situation settings are credible/believable;(h) Character portrayals are authentic and believable;(i) High quality video, audio and correctly synched subtitles, audio description and British Sign Language digital outputs have been created and are provided according to the technical requirements for the test delivery platform (currently being procured). The subtitles (in VTT format) and audio description will be integrated into the main build whilst the British Sign Language content will be closed service (residing in an alternative build);(j) The vignette is an accurate representation of the content provided in the scenario scripts;(k) Each video vignette will be provided in industry standard format, probably MP4 (some compression may be required to achieve 75MB (preferably 50MB) max file size), and according to the agreed compression quality as set out during initial kick off;
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	<p>Deliverables will be accepted as delivered in formal acceptance meetings, and a record provided to show acceptance was given.</p> <p>For the candidate information/business information video:</p> <p>Informational video – to briefly explain selection process to potential applicants – one video of up to 5 minutes with animation elements, talking heads, photos and text, voice over, subtitles. Talking heads to be filmed at the Customer’s premises. Filming, content creation to occur between project kick off and the deadline deliverable date in the Milestone Plan.</p> <p>The key deliverables for the additional explainer/informational video are that it is professionally produced and conforms to the design script (to be developed).</p> <p>Deliverables will be accepted as delivered in formal acceptance meetings, where the final version is reviewed as per the design requirement and stated deliverables, and a record provided to show acceptance was given.</p>
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6. KEY MILESTONES AND DELIVERABLES

The following indicative Contract milestones/deliverables shall apply to the Video Vignettes for Requirement 1:

Milestone/Deliverable	Description	Timeframe or Delivery Date
Kick off meeting	Kick of meeting to agree roles and responsibilities, clarify points, etc	01 May 2020
Workplan	Supplier provides a detailed breakdown of the workplan for approval	06 May 2020
Filming commences	Supplier has started video production	18 May 2020

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Filming completed	All filming (subject to acceptance meeting review milestone) is completed and post-production editing can commence	12 June 2020
Draft video vignettes presented for sign off	First review of video vignettes by the Authority	26 June 2020
All video vignettes are signed off	Acceptance meeting review confirms no further work is required on video vignette production	03 July 2020
Hand over	All signed off video vignettes are handed over to the Authority – 100 video (with branched subdivision), 20 audio	06 July 2020

6.1 The following Contract milestones/deliverables shall apply to the Video Vignettes for Requirement 2:

Milestone/Deliverable	Description	Timeframe or Delivery Date
Kick off meeting	Kick off meeting to agree roles and responsibilities, clarify points, etc	01 May 2020
Workplan	Supplier provides a detailed breakdown of the workplan for approval	06 May 2020
Filming/recording commences	Supplier has started video/audio production	18 May 2020
Filming/recording completed	All filming/audio (subject to acceptance meeting review milestone) is completed and post-production editing can commence	01 June 2020
Draft video vignettes presented for sign off	First review of video/audio vignettes by the Authority	10 June 2020
All video/audio vignettes are signed off	Acceptance meeting review confirms no further work is required on video vignette production	17 June 2020
Hand over	All signed off video/audio vignettes are handed over to the Authority	26 June 2020

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6.2 The following Contract milestones/deliverables shall apply to the Explainer/Informational videos for Requirement 1:

Milestone/Deliverable	Description	Timeframe or Delivery Date
Promotional videos	Signed off videos – two in total	By 31 July 2020
Candidate engagement videos	Signed off candidate videos – five in total	By 06 July 2020

6.3 The following Contract milestones/deliverables shall apply to the information videos for Requirement 2:

Milestone/Deliverable	Description	Timeframe or Delivery Date
Information videos	Signed off videos – eleven in total	By end July 2020

7. MANAGEMENT INFORMATION/REPORTING

- 7.1 The Supplier shall provide weekly updates on progress against the work plan;
- 7.2 The Supplier shall provide detailed statistics on the diversity composition of the actors used in each vignette.

8. VOLUMES

- 8.1 The volumes are as described in Section 5 The Requirement.

9. CONTINUOUS IMPROVEMENT

- 9.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 9.2 The Supplier should present new ways of working to the Customer during agreed Contract review meetings.
- 9.3 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.

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10. QUALITY

10.1 Quality acceptance criteria are specified as part of the deliverables section.

11. PRICE

11.1 Potential Bidder's should provide an overall price for all deliverables, including a breakdown showing the separate pricing for Requirement 1 and Requirement 2. This is needed to ensure the costs of the project are allocated correctly within the Customer's cost centres.

11.2 Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.

12. STAFF AND CUSTOMER SERVICE

12.1 The Supplier must demonstrate:

12.1.1 Technical expertise in video production and editing, gained through significant experience delivering video production assignments for its clients. This expertise has been demonstrated in the following:

12.1.1.1 Delivering green screen productions;

12.1.1.2 High definition quality video and audio filming;

12.1.1.3 Lighting and colour editing;

12.1.1.4 Post-production editing;

12.1.1.5 Provision of subtitles, audio description and British Sign Language translations.

12.1.2 Experience managing and delivering video productions, including each of the following:

12.1.2.1 All matters relating to casting actors for videos used for within organisational products, such as instructional videos, learning products, etc;

12.1.2.2 Actor casting for diversity;

12.1.2.3 Organising studio hiring, visual and audio technical equipment and software, use of green screen studio facilities and software;

12.1.2.4 Filming schedule management;

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- 12.1.3 Experience managing and delivering production of video vignettes used in successful situational judgement tests used in recruitment:
- 12.1.3.1 Experience gained over a period of at least three years (single long term customer assignment, or multiple shorter customer assignments, or short but repeated single customer assignments);
 - 12.1.3.2 Evidence the video vignettes in the test or tests have been well-received by the end user/customer;
- 12.2 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 12.3 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 12.4 The Supplier shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

13. SERVICE LEVELS AND PERFORMANCE

- 13.1 The Customer will measure the quality of the Supplier's delivery by the following criteria
- 13.1.1 Quality production of the video vignettes:
 - (a) The situation settings being an accurate representation of the requirement;
 - (b) Character portrayals are authentic and believable;
 - (c) High quality video, audio and correctly synched subtitles, audio description and British Sign Language digital outputs have been created and are provided according to the technical requirements for the test delivery platform (currently being procured);
 - (d) The vignette is an accurate representation of the provided SJT scenario script;
 - (e) Each video vignette will be provided in industry standard format, probably MP4, and according to the agreed compression quality as set out during initial kick off;

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- 13.2 Payment for deliverables will be made only when they are signed off as accepted. Payment will be made pro rata for accepted deliverables. For instance, if only 50% of video vignettes are accepted by the Customer, 50% payment will only be made to the Supplier.
- 13.3 The Customer may terminate the Agreement at any time by notice in writing to the Supplier to take effect on any date falling at least 1 month (or, if the Agreement is less than 3 months in duration, at least 10 Working Days) later than the date of service of the relevant notice.

14. SECURITY AND CONFIDENTIALITY REQUIREMENTS

- 14.1 N/A

15. PAYMENT AND INVOICING

- 15.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 15.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 15.3 Invoices should be submitted to: cshrfinance.processing@cabinetoffice.gov.uk

16. CONTRACT MANAGEMENT

- 16.1 Attendance at Contract Review meetings shall be at the Supplier's own expense.

17. LOCATION

- 17.1 The location of the Services will be carried out at the Supplier's premises, with some filming taking place at the Customer's premises, which will be confirmed with the winning supplier after Contract Award by the Customer.