



## **THE NATIONAL ARCHIVES**

### **VIDEO PRODUCTION FOR MARKETING & COMMUNICATIONS DEPARTMENT**

#### **INVITATION TO TENDER – OPEN COMPETITION**

**DEADLINE FOR TENDER SUBMISSIONS – 5PM (UK TIME), 21 MAY 2021**

## **1 ABOUT US**

- 1.1 The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales. We are the guardians of some of our most iconic national documents, dating back over 1,000 years. We are an accredited archive service.
- 1.2 Our 21st-century role is to collect and secure the future of the government record, both digital and physical, to preserve it for generations to come, and to make it as accessible and available as possible.
- 1.3 The role of the Marketing and Communications (M&C) team is to present and promote TNA, its vision, services and expertise to a diverse range of external audiences and to facilitate a two-way dialogue with our staff. To do this, M&C work closely with a wide range of stakeholders to help them identify their communication needs and to deliver material that gets their messages across in a timely, user friendly and cost effective manner.

## **2 BACKGROUND AND REQUIREMENT**

- 2.1 During 2020-21 the Internal Comms team increasingly used in-house produced video content as a way to connect, inform and engage with our staff, who have often been
- 2.2 required to work remotely. These communications generated high engagement levels and are now an embedded channel for the organisation, and we would like to produce video content on a more regular basis. In order to increase our capacity, we are seeking video production companies that can help with scripting, shooting and editing a range of video content.
- 2.3 Video projects will vary – some may need creative input as well as filming and editing. In some instances we may need to ‘film’ virtually using a platform such as Microsoft Teams, and in others we may need to include pre-recorded material. Filming in general will involve members of staff and volunteers and the majority of any location filming would be on site at Kew. At times we may also wish to update and re-edit previously made videos, and may also require some animation.
- 2.4 The content, length and style of films will vary from informational guides to celebratory items and announcements. Topics could include interviews with our executive team and board members, our annual staff awards and new guidance, policies or post-COVID ways of working.
- 2.5 This contract may also extend to producing video content to support some of our public-facing communications activity, for example on our social media channels.
- 2.6 Editing and post-production work will include application of appropriate branding. All video content will be required to meet accessibility standards, and should be subtitled.
- 2.7 The total value of the contract will not exceed £18,000 over the 18 month contract term (and may be less than this). There is no guaranteed minimum spend by TNA under this contract. There is the option, at our sole discretion, to extend the contract by £6k and/or 6 months.

### 3 HOW TO RESPOND

- 3.1 If you have any clarification questions related to your Tender Response, please submit these to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by **12 noon (UK time) on Wednesday 12 May 2021**.
- 3.2 Please submit your Tender Response to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by **5pm (UK time) on Friday 21 May 2021**.
- 3.3 It is for you to determine what format your Tender Response should take so as to describe your offer in a clear, comprehensive fashion. However please ensure your Tender Response includes as a minimum:
- 3.3.1 Your **understanding of our requirements and your proposed approach** as to how you could meet the following requirements
    - a. Creative support and scripting
    - b. Shooting video content including filming on location and virtual recording
    - c. Post production and editing
    - d. Accessibility
  - 3.3.2 Your **experience and knowledge** that is relevant to our requirements, including examples or a short portfolio of work. This should include details of the individuals you propose allocating to this contract.
  - 3.3.3 Your **rate card – including expenses** – for the contract period

## 4 EVALUATION CRITERIA

4.1 Your Tender Response will be evaluated using the following criteria:

Quality (understanding of the requirements and approach) (Section 3.3.1)	30%
Quality (experience) (Section 3.3.2)	30%
Price (Section 4.3.2)	40%

4.2 Price scores will be based on a comparison between each Potential Suppliers' price offer, based on the percentage difference from the lowest bid price. The lowest offered price will receive the maximum pre-weighted score of 10 points, a price which is 20% higher will receive a score of 8 (i.e. the maximum score minus 20%).

4.3 Other categories will be evaluated according to the table below:

<b>10 Points</b>	<b>Outstanding:</b> <ul style="list-style-type: none"><li>• Potential Supplier has provided a response that addresses all parts of the requirement</li><li>• Potential Supplier has provided evidence to support all elements of their response</li><li>• The evidence supplied is convincing and highly relevant to the requirement</li><li>• Potential Supplier's response is clear and easy to understand</li><li>• Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new and innovative service approaches</li></ul>
<b>7 Points</b>	<b>Good:</b> <ul style="list-style-type: none"><li>• Potential Supplier has provided a response that addresses all parts of the requirement</li><li>• Potential Supplier has provided evidence to support most elements of their response</li><li>• The evidence supplied is good and relevant to the requirement</li><li>• Potential Supplier's response is clear and easy to understand</li><li>• Where relevant, Potential Supplier has demonstrated some level of capability to deliver new and innovative service approaches</li></ul>
<b>4 Points</b>	<b>Average:</b> <ul style="list-style-type: none"><li>• Potential Supplier has provided a response that addresses some parts of the requirement</li><li>• Potential Supplier has provided evidence to support some elements of their response, but not all</li><li>• The evidence supplied has some limited relevance to the requirement</li><li>• Potential Supplier's response is not always clear and easy to understand</li><li>• Where relevant, Potential Supplier has demonstrated limited capability to deliver new and innovative service approaches</li></ul>

1 Point	<p><b>Poor:</b></p> <ul style="list-style-type: none"> <li>• Potential Supplier has provided a response that fails to address most parts of the requirement</li> <li>• Potential Supplier has provided little or no evidence to support most elements of their response</li> <li>• The evidence supplied is very weak and has very limited relevance to the requirement</li> <li>• Potential Supplier's response is not always clear and easy to understand</li> <li>• Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches</li> </ul>
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- 5.4 Following this evaluation, TNA reserves the right to interview a maximum of three Potential Suppliers, and/or to request additional examples of your work, and/or to take references. This additional information will then be considered among the other Quality elements when making a contract award decision.

## 5 PROCUREMENT TIMETABLE

5.1 The procurement timetable is as follows:

Ref.	Description	Date
1	Invitation to Tender published	30 April 2021
2	Deadline for Potential Suppliers to submit clarification questions to <a href="mailto:procurement@nationalarchives.gov.uk">procurement@nationalarchives.gov.uk</a>	12 noon 12 May 2021
3	Deadline for Potential Suppliers to submit Tender Responses to <a href="mailto:procurement@nationalarchives.gov.uk">procurement@nationalarchives.gov.uk</a>	5pm 21 May 2021

\* Any clarification question received that TNA deems to be relevant to more than one Potential Supplier may be shared with all Potential Suppliers.

## **6 CONTRACT TERMS**

- 6.1 The contract will be awarded subject to our standard terms and conditions, which can be found [here](#).
- 6.2 TNA reserves the right not to award and to complete its objectives through other means.