



Department
for Environment
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[REDACTED]
Pukka Films Ltd
18 Hatton Place
London
EC1N 8RU

Our ref: [REDACTED]
Date: 20/12/21

Dear [REDACTED]

Award of contract for the supply of the production of the World Wetlands Day Videos.

Following your tender/ proposal for the supply of producing two videos for World Wetlands Day to Pukka Films, we are pleased to award this contract to you.

This letter (Award Letter) and its Annex set out the terms of the contract between Defra as the Authority and Pukka films as the Supplier for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in Annex 1 to this Award Letter (the “**Conditions**”). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Supplier terms and conditions to this Award Letter as they will not be accepted by the Authority and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Authority and the Supplier agree as follows:

1. The Services shall be performed at the supplier's premises at [REDACTED].
2. The charges for the Services shall be as set out in Annex 1 the Supplier's tender dated 20/12/21.
3. The specification of the Services to be supplied is as set out in Annex 2 the Specification dated 20/12/21.
4. The Term shall commence on 20/12/21 and the Expiry Date shall be 02/02/22.

5. The address for notices of the Parties are:

Authority	Supplier
DEFRA ,Seacole Building, 2 Marsham Street London SW1P 4DF	Pukka Films,18 Hatton Place, London, EC1N 8RU
Attention: [REDACTED]	Attention: [REDACTED]
Email: [REDACTED]	Email: [REDACTED] [REDACTED]

6. The following persons are Key Personnel for the purposes of the Agreement:

Name
[REDACTED]
[REDACTED]

7. The Authority may require the Supplier to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Authority, or is of a type otherwise advised by the Authority (each such conviction a “**Relevant Conviction**”), or is found by the Supplier to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

Payment

Our preference is for all invoices to be sent electronically, quoting a valid purchase order number (PO Number), to [REDACTED] . Within 10 working days of receipt of your countersigned copy of this letter, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Authority contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment.

Liaison

For general liaison your contact will continue to be [REDACTED]

[REDACTED] or, in their absence, [REDACTED]

Please confirm your acceptance of the award of this contract by signing and returning the enclosed copy of this letter to [REDACTED] at [REDACTED] within 1 day from the date of this letter. No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this contract.

Yours faithfully,

Execution of this award notification letter is carried out in accordance with EU Directive 99/93 (Community framework for electronic signatures) and the Electronic Communications Act 2000. The Contract will be formed on the date on which both Parties communicate acceptance of its terms on the Authority's eSourcing System.

Signed for and on behalf of [DEFRA]

Name:	[REDACTED]
Signature:	[REDACTED]
Date:	[REDACTED]

We accept the terms set out in this Award letter and the annexed Conditions.

Signed for and on behalf of Pukka Films

Name: [REDACTED] Producer	
Signature: [REDACTED]	[REDACTED] 20th December 2021

Annex 1: Pukka Films Submission Bid (see attachment on email)

Annex 2: Specification

WORLD WETLANDS DAY VIDEO PROJECT

FULL BRIEF AND REQUIREMENTS

KEY OBJECTIVES/AIM:

- To create high-quality videos which showcase the value of wetlands as nature-based solutions to climate change and biodiversity loss. To be used to celebrate the importance of wetlands on World Wetlands Day (WWD) on 2nd February and at future opportunities.
- To produce videos suitable for a non-specialist audience and which leave the audience with a better understanding of the significance of WWD, wetlands, and the UK's role in protecting them domestically and internationally.
- To demonstrate actions the UK government is taking at home and internationally to support the conservation and sustainable management of wetlands as nature-based solutions.
- To create 2 videos that are reusable (i.e by adding WWD references/branding only in the very beginning/ending), are paid for by end of FY 21/22 (31st March), which cost no more than £20,000 in total, and which are ready to use by 25th January or earlier.
- To provide social media cutdown edits for each of the videos (around 90 seconds in length).
- We would also like the project files supplied to us so we can edit the videos in-house in future if required.

BUDGET

The budget is £20,000.

CONCEPTS:

	TITLE	CONCEPT
1	BLUE CARBON	<ul style="list-style-type: none">• A 3–5-minute video with mini clips and images of wetlands, with a voiceover (potentially a UK minister with short clip of the minister speaking to the camera).• A video that focuses on the importance of coastal wetland habitats as Nature-based Solutions (NbS), in particular existing work being carried out in the UK to further the protection, restoration and evidence base for the conservation of seagrass meadows, saltmarshes and oyster reefs as NbS.• This will showcase the Environment Agency’s projects to restore these habitats and reference the UK’s actions to further marine protection, restoration and evidence in line with international commitments.• It will also focus on how these habitats sequester carbon from

		the atmosphere, making them vital to the fight against climate change.
2	INTERNATIONAL MANGROVE PROGRAMME	<ul style="list-style-type: none"> • A 3-5 minute video with mini clips and images of mangroves with a voiceover (potentially a UK minister with short clip of the minister speaking to the camera). • The focus will be to highlight the international importance of NbS and of mangroves as an example. The video will showcase the UK's Blue Forests Initiative, which operates in Madagascar and Indonesia and works with and learns from local coastal communities to further protection and restoration of mangrove habitats, create sustainable livelihoods and increase climate resilience. • Underline the importance and significance of following the leadership provided by local and indigenous communities, and the value that their voice has to play in the fight against climate change and the protection and restoration of nature, and mangroves in particular.

TIMESCALES

- We request bidders to complete the production of the videos within 3 weeks as a maximum.
- If bidders can complete the production of the videos within 2 weeks, we request to please outline this as an option in their proposals during the submission period.

6th December	INVITATION TO TENDER SHARED WITH SUPPLIERS
13 th December	Tender submission deadline
14-16 th December	Evaluate tender submissions
17 th December	Appoint winning supplier/notify those unsuccessful
21 st December	Clearance of scripts/ start of production
18 th January (2 weeks)	Deadline for clearance of videos
25 th January (3 weeks)	

EVALUATION

An initial written proposal should be submitted, capturing the following elements:

- How you intend to undertake the production of the videos;
- Which relevant specialisms, skills, and experience your team will bring to the production and how they match your approach to it;
- A timeline for the production (taking into consideration the timeline provided in the brief); and
- A break-down of all costs.

Please submit a proposal of no more than 2 pages.

Evaluation:

Defra will allocate:

- 80% of the score to the quality of the response.

- 20% of the score to the price.

Response - 80%

Criteria	Essential evidence to provide us	Criteria weighting
Skills and Experience	<ul style="list-style-type: none"> • Evidence that your team has the skills and experience to undertake your chosen approach to the production, and to deliver at pace. • Evidence of experience of working with public figures, and on an environmental policy area, with a high degree of public interest. 	<ul style="list-style-type: none"> • 50%
Programme of Work	<ul style="list-style-type: none"> • An indicative timeline for the project which includes staged delivery of products. • Evidence that your team has the resource to deliver the final products by 25th January and any interim products on the dates outlined in your indicative timeline. 	<ul style="list-style-type: none"> • 40%
Quality of Concept	<ul style="list-style-type: none"> • A first look at creative concepts covering the theme of the role of wetlands in providing nature-based solutions to climate change and biodiversity conservation 	<ul style="list-style-type: none"> • 10%

Price – 20%:

The maximum marks available will be 20% and will be awarded to the lowest price submitted by a Tenderer. The remaining Tenderers will receive marks on a pro rata basis from the lowest to the highest price.

Item	Essential evidence to provide us	Item weighting
Rate Card	<ul style="list-style-type: none"> • Please provide us with your company's relevant rate card - with any applicable discounts applicable with a call off contract. 	<ul style="list-style-type: none"> • 100%

ADDITIONAL INFORMATION:

- Defra can provide contact details for the Blue Carbon and Mangrove project delivery partners.
- Scripts will be produced collaboratively, led by Defra.

ANNEX 1: CONTRACT REQUIREMENTS

- The winning Contractor shall be responsible for delivering the commissioned work under this contract, under the Terms and Conditions and against the tasks unique set of requirements.
- The winning Contractor shall ensure that they can fully meet their contractual obligations

within the Performance, Cost and Time envelope of the tasking.

- The videos produced and project files will be made available to Defra to allow in-house editing and future use as required.
- The winning Contractor shall be committed throughout the Contract duration to identify and deliver efficiencies where possible and practical. All efficiencies identified through this Contract shall be reported to and flowed down to Defra.