

Order Schedule 4 (Proposal)

Reference Number	REDACTED
Version Number	REDACTED
Date	22/06/2022

1.	Requirement
1.1	Title
	Video content production retainer
1.2	Summary
	Fill a short-term requirement for video content for Dstl's external channels by putting in place a contract with a company to cover production of fixed number of videos over a 6 month period.
1.3	Background
	The content producer in External Communications (PECD) is on loan to the Cabinet Office from 1 July to 31 December 2022. This is a crucial role generating a regular stream of engaging video content for our external channels, primarily social media and the corporate website, and the postholder requires specialist skills and security clearance. The post has been advertised on Civil Service Jobs as a secondment opportunity but with no applicants. We have discussed alternative approaches with Recruitment such as CTW (contractor) but agree these would be unlikely to give us the best outcomes in this timeframe. We would like to put in place a retainer for us to brief a suitably experienced and technically able company to carry out a number of videography work packages for us between July and December 2022. This would fulfil the main issue with this role being

	unfilled, with minimal risk and overhead to the remaining team, who will still have to pick up other responsibilities of the person going on loan (such as on-call media handling).
1.4	Requirement
	We would like to put in place a REDACTED retainer contract with a company to provide us with 5 days a month shooting or editing in order to produce 1 brief and engaging video per month suitable for our external communications channels, for the period July to December 2022. We will provide a specific brief for each video as well as output criteria that must be fulfilled each time regarding delivery format, length, accessibility (e.g. subtitles), style, branding (e.g. use of specific fonts) and copyright (e.g. proof of purchase of soundtracks). The full technical specification we require for each video can be found here: https://www.dropbox.com/sh/cn6k69ecjfoevf5/AADp1MK_xclUiaOjcp-6ilrKa?dl=0 We will also require the opportunity for 2 rounds of editing before accepting the final product, and it would be preferable for the producer and/or videographer to be SC cleared so that they can be briefed about matters that they must avoid filming. As well as the finished video products, editable video files and B-roll captured should be supplied so that we can adapt and re-use the content.
1.5	Options or follow on work
	The alternatives would be: 1. Use a contractor to carry out this work. Recruitment colleagues agree that we are unlikely to find someone with this mix of specific skills and experience plus security clearance, and if we did their day rate would be very expensive. We would then have the extra time delays and overheads of onboarding them e.g. providing equipment, and the risk (of not delivering on time or to quality) would sit within Dstl. 2. Use current resources within the team to carry out this work. We do not have anyone with the exact set of skills and experience, and while we could potentially 'make do' with other videographers and photographers in the team, this would be at the cost of producing other essential work such as recording trials (required for

	customers) and providing effective internal communications (e.g. communications by the Exec such as the Ask the Exec series of videos would cease). We could not fulfil the overall Communications requirements of the business if we borrowed from one part of the team to fill a gap in another. 3. Use other recruitment routes. We have already advertised this position as a Civil Service secondment opportunity and had no enquiries or applications; Recruitment colleagues agree a fixed term appointment would not be appropriate as it would take too long to process especially due to security clearance timescales. Having reviewed these alternatives, Recruitment colleagues and our exec member (Chief People Officer) agree that using a supplier on retainer would be the best option, and would also follow similar examples e.g. PECD use of a specialist recruitment marketing company to create and distribute advertising content for recruitment campaigns.
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1.7	Deliverable Acceptance Criteria
	

2.	Quality Control and Assurance
2.1	Quality Control and Quality Assurance processes and standards that must be met by the contractor
	☐ ISO9001 (Quality Management Systems) ☐ ISO14001 (Environment Management Systems) ☐ ISO12207 (Systems and software engineering — software life cycle) ☐ TickITPlus (Integrated approach to software and IT development) ☐ Other: (Please specify below)
2.2	Safety, Environmental, Social, Ethical, Regulatory or Legislative aspects of the requirement

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3.	Security	
3.1	Highest security classification	
	Of the work	REDACTED
	Of the Deliverables/ Output	REDACTED
3.2	Security Aspects Letter (SAL)	
	REDACTED If yes, please see SAL reference-	
3.3	Cyber Risk Level	
	REDACTED	
3.4	Cyber Risk Assessment (RA) Reference	
	REDACTED	

4.	Government Furnished Assets (GFA)	
	GFA to be Issued -	REDACTED

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5.	Proposal Evaluation criteria
5.1	Technical Evaluation Criteria
	REDACTED
5.2	Commercial Evaluation Criteria
	REDACTED

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6.	Defcons
Defcon:	Covering:
703	Intellectual Property Rights-Vesting in the Authority
76	Contractor's Personnel At Government Establishments
539	Transparency