



The Planning
Inspectorate

Video Production Services

17/02/1153

10 February 2023

Invitation to Tender for Video Production Services

Thank you for your interest in undertaking Video Production Services on behalf of The Planning Inspectorate. This competition is being undertaken via **PCR 2015 Open Competition via Contracts Finder**. The contract will be subject to The Planning Inspectorate's Conditions of Contract included at Annex C on a Call-off contract basis.

I look forward to hearing from you and encourage you to ask any questions should you require any clarification once you have reviewed all the documentation.

Please contact me via Linda.Paul@planninginspectorate.gov.uk

Yours sincerely

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

Linda Paul
Commercial Business Partner

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1. Introduction to the Planning Inspectorate

The Planning Inspectorate is an Executive Government Agency in the Department for Levelling Up, Housing and Communities.

Our work

The Planning Inspectorate deals with planning appeals, national infrastructure planning applications, examination of local plans and other planning and specialist casework across England.

We share our expertise with our customers, communities, businesses, local and national government to enable good planning outcomes.

In this short film, employees of the Planning Inspectorate explain our purpose and the values we work by.

<https://www.youtube.com/watch?v=6inT-7zbxsw>



Our values



Open: We are transparent in how we work and publish information, and listen to all points of view

Fair: We always act to ensure fair treatment of customers, staff, and everyone we work with

Impartial: We show no favour to any person or organisation

Customer Focused: We put customers at the heart of what we do

What we do

Appeals: Ensuring a fair planning system

The right to appeal a planning decision made by a local authority is a key feature of the planning system, as is appealing when an authority is taking too long. While there will always be those who agree with inspectors' decisions and those who do not, we always operate in a fair, open and impartial way. We:

- handle appeals as quickly as possible, giving all involved, including local communities, certainty one way or the other
- make well explained decisions on appeals and other casework, from large housing developments to individual footpaths and village greens
- provide citizens with an efficient service for appeals about their own homes
- give all of those with an interest in a case a chance to be involved



Appeals we handle include planning appeals, enforcement notice appeals, right of way appeals, environmental appeals, listed building consent appeals, lawful development certificate appeals, community infrastructure levy appeals, tree preservation order appeals, anti-social high hedge appeals and hedgerow notice appeals.

Applications: Helping to meet future infrastructure needs

We provide the application process for nationally significant infrastructure projects (NSIPs) across England and Wales. NSIPs, such as new harbours, roads and power generating stations, require development consent before they can be constructed. We:

- provide a streamlined application service to assess applications for NSIPs
- balance the country's needs and developers' plans with the likely impacts on localities, listening carefully to the views of communities, specialist groups and others' interests
- deliver a predictable and efficient process, providing certainty for all involved, including ministers who make the final decision on whether a project is approved



[Visit the National Infrastructure Planning](#) website for project information and advice.

Other types of applications handled by the Planning Inspectorate include called-in planning applications, applying to carry out works on common land and recovered marine licensing applications.

Examinations: Supporting communities to shape where they live

We examine local plans prepared by local planning authorities.

Succinct and up-to-date plans should provide a positive vision for the future of each area and a framework for addressing housing needs and other economic, social and environmental priorities. We:

- support local authorities develop plans that fully meet local needs
- share our planning knowledge and expertise to help ensure the right development happens in the right place at the right time
- examine whether local plans have been prepared in accordance with legal requirements and national policy



Other examinations handled by the Planning Inspectorate include community infrastructure levy examinations and spatial development strategies.

Our Vision (2021–25)

To provide our customers with high quality, timely and efficient services that support the nation's recovery from the COVID-19 pandemic by engaging, empowering and equipping our workforce and by delivering ambitious policy changes.

Where we are located



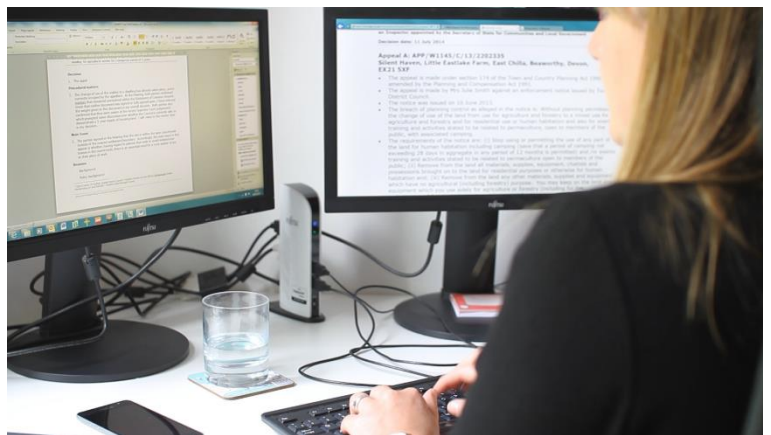
Our headquarters are in Bristol, and we currently employ around 800 staff.

Staff numbers include a combination of full and part-time employees, home-based salaried Inspectors and support staff based at the Bristol office (support staff are also working from home in a hybrid capacity).

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 Digital Services. There are also teams covering communications, customer services, corporate governance, future strategy and planning, innovation and knowledge & information management.

Appeals are determined and recommendations are made by our home-based workforce consisting 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 over 75 Non-Salaried Inspectors who are similarly geographically dispersed.



More information

More information about the Inspectorate is available at www.gov.uk/pins.

2. Requirement

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. The successful supplier, appointed on a call-off basis, will work flexibly throughout the life of the 4-year contract.

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 with subject matter experts.

Requirement 2 – Recruitment

To highlight the breadth and quality of our people's work, 'selling' the Inspectorate as a great career option for prospective employees. This is likely to consist of around five one-to-two-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.

- The work will, in the main be conducted in the Bristol area but may involve occasional travel to locations across England
- Additional requirements may be added to meet future business needs.

Requirement 4 – Consent

Before any filming takes place, the Planning Inspectorate will seek the written consent of any persons being filmed. The Planning Inspectorate agrees to inform the supplier of any individual refusing consent. The supplier agrees that any non-consenting individual's features will be blurred, and audio muted to mask their identity.

Requirement 5 – Privacy Information

Any individuals involved should be made aware before or at the time of filming how their information will be used including the purpose of processing and how long their data will be held. They should also be informed of their right to withdraw consent at any time. Individuals should also be directed to the relevant PINS Privacy Notice.

Requirement 5 – Information Security

- All data processed by the supplier must be encrypted in transit to minimum encryption level of TLS 1.2
- All data at rest processed by the supplier must be encrypted at rest using AES-256-bit standards.
- The supplier will not allow any unauthorised access to PIN- related data and any breach of this must be reported to PINS within 24 hours of its occurrence.
- The supplier should have sufficient technical and administrative controls in place on their systems, to ensure confidentiality of PINS data from both internal & external unauthorised access.

- All PINS data processed, stored and archived by the supplier, shall not leave the UK. Should the vendor utilise EU data centre facilities, PINS should be informed immediately.
- The Supplier will ensure all personnel who have access to PINS data, shall have adequate background checks, with a minimum of BPSS clearance for those with regular access.
- All data relating to the contract shall be deleted upon the termination of the Supplier's services unless there is a legal obligation for the supplier to retain such information for a set period. A copy of all Case related data held by the Supplier, relating to PINS, shall be submitted in a machine-readable format within 30 days of the ending of the supplied services.
- The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Contract, relevant to the work of the Buyer, or is of a type otherwise advised by the Buyer (each such conviction a "Relevant Conviction"), or is found by the Supplier to have a Relevant Conviction (whether because of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Deliverables
- The Supplier shall ensure the integrity of the data is always protected and not subject to unauthorised change, deletion or usage outside of the purpose for processing supplied by PINS.

Deliverables

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:

- Updates to our explainer film that outlines the work and purpose of the Planning Inspectorate. The updates include filming new segments to reflect change of personnel.
- 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 explaining how customers can use our services to, among other things:
 - appeal a planning decision
 - appeal an enforcement notice,
 - appeal a tree preservation order,
 - prepare for a nationally significant infrastructure application.
- Provision of b-roll footage and images for a library of materials for use in future Inspectorate communications projects.
- Filming support for annual corporate events including the ability to provide live streaming.
- Ad hoc, short notice filming as required.

Skills and Experience

We wish to appoint a supplier who can demonstrate the following knowledge, skills and experience:

- experience of turning complex information into engaging and memorable video content,
- experience of conducting filmed interviews or 'piece to camera' including knowledge of audio, lighting and filming techniques.,
- editing; skilled in, and a subscriber to, Adobe CC including Premier, After Effects, Illustrator and Photoshop (files will need to be shared for collaboration and future edits),
- experience of animated video content,
- knowledge of live streaming,

- experience of working with medium to large size professional services organisations (preferably),
- photography,
- knowledge of accessibility and equality, diversity and inclusion considerations in video making.

Details of the evaluation criteria which will be used in the selection of the successful bidder may be found in **Annex B**.

Contract Duration

4 years from the date of award.

Contract Location

The Planning Inspectorate is based in Bristol, but our staff work across England. The work will in the main be conducted in the Bristol area but may involve occasional travel to other English locations and the supplier we appoint will be expected to travel, as necessary, to fulfil the requirements of the contract. Travel expenses will be reimbursed at cost in accordance with the limits set in Annex 4 of the Terms and Conditions of Contract.

Resources

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

Contract Management & Meetings

The Contract Manager is TBC.

Touch point meetings at sensible junctions will be agreed with the Contract Manager at a kick off meeting. All work will be allocated in agreement with the Contract Manager.

Quality Standards

The supplier will deliver within the brief and specified timelines given by the Contract Manager and will meet brand guidelines.

GDPR

The successful Supplier shall have access to and process personal data under this contract including but not limited to:

- video images and audio which may include opinions and other identifiable information relating to the individuals being filmed; personal details such as names and contact details and job roles as appropriate

The Planning Inspectorate shall be the Data Controller and the Supplier the Processor. Details on the appropriate use, control and security of data shall be included in the contract.

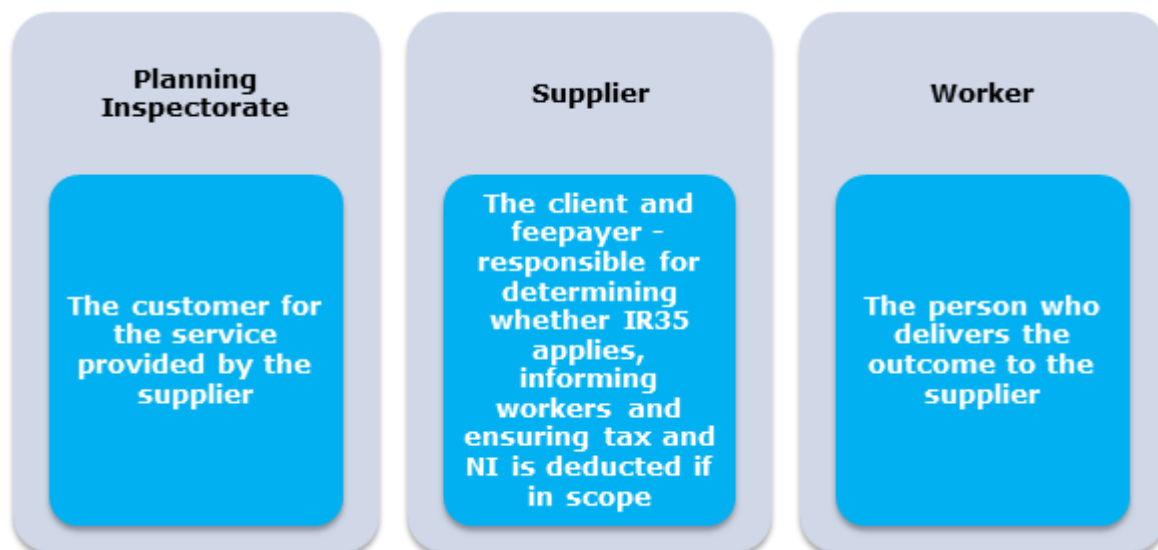
IR35

The Inspectorate has determined that this contract shall be delivered as a contracted service (also known as an outsourced service)¹. The supplier will therefore be responsible for determining the IR35 status for workers provided and issuing them with a status determination statement.

For the avoidance of doubt:

- the supplier will be provided with an outcome-based requirement and will decide upon the capabilities needed to meet our demand. They will provide those capabilities as a service.
- the supplier will determine the work to be completed to deliver the outcome and will manage/control the workers.
- the number of workers needed to deliver the outcome/s and the risks are determined and borne by the supplier. The Inspectorate will not request individual roles/people or be sent workers.
- the supplier will be fully responsible for managing resources provided to ensure that outcomes are delivered. They control the work completed by workers and the subsequent quality provided.
- the Inspectorate will not review CVs or undertake interviews etc. If we are not happy with any work being delivered, we will inform the supplier who will decide what action should be taken i.e., with the worker.
- workers will personally provide their service to the supplier, not the Inspectorate. They will not be treated like a Planning Inspectorate employee or contractor.
- access to the Inspectorate's IT systems may be provided to complete outcomes if essential but this will be agreed on a case-by-case basis

The contractual relationship for IR35 purposes is summarised as follows:



Security

The successful supplier must ensure that people provided through this contract are:

- cleared to at least the Baseline Personnel Security Standard, as per this [link](#), and provide evidence if requested; and
- aware of and understand their responsibilities, particularly those relating to the appropriate use of personal data.

¹ [Chapter ESM10010](#) of HMRC's Employment Status Manual covers the basic principles for contracted-out services

Terms and Conditions of Contract

The contract will be subject to The Planning Inspectorate's Conditions of Contract included at **Annex C** – these are the Crown Commercial Service's Government Short Form Model Contract Terms & Conditions. The contract will be on Call-off terms.

Charging Method

The supplier will provide a Fixed Hourly Rate and Daily Rate for providing the services. Prices will be for the duration of the contract. Prices should be in pounds sterling exclusive of VAT. Please complete the Pricing Schedule in **Annex A**. We shall agree the frequency for submission/payment of invoices for work completed with the Supplier. Invoices will need to clearly state the purchase order number provided, and the number of hours/daily rate.

The Inspectorate reserves the right not to award this contract and will not be responsible for any cost incurred by Suppliers participating in this competition.

Contract Changes

Any changes to the scope/cost of the contract must, without exception, be agreed with and authorised by the Planning Inspectorate's Commercial Team by way of a signed variation order **prior** to the commencement of work. Any work undertaken which has not been specifically authorised by the Planning Inspectorate may not be invoiced.

3. Procurement Key Dates

The table below sets out the procurement process and associated timescales. Please ensure that you read this carefully and note the key dates and action required.

Activity	Date
Invitation to submit written proposals Suppliers will be invited to submit a written proposal	Friday 10 February 2023
Deadline for clarification question submissions	Thursday 02 March 2023 – 12:00 Noon Please submit your questions to: Linda.Paul@planninginspectorate.gov.uk and cc to: tenders@planninginspectorate.gov.uk
Deadline for reply to clarification questions	Tuesday 07 March 2023 – 16:00
Written proposal deadline Written proposals must be emailed to: tenders@planninginspectorate.gov.uk	Thursday 16 March 2023 – 12:00 Noon
Evaluation of written proposals Proposals will be evaluated in accordance with the proposed solution criteria.	Monday & Tuesday 20 and 21 March 2023
Invitation to presentation Shortlisted suppliers will be invited to the presentation	Thursday 23 March 2023
Supplier Presentations	Thursday 30 March 2023 - Morning
Final Evaluation	Thursday 30 March 2023
Contract award The contract will be awarded to the successful supplier	12 April 2023
Latest start date	17 April 2023

4. Evaluation

The Contract shall be awarded to the most economically advantageous tender scored against the following evaluation criteria.

Scoring

Quality

Stage 1 - Evaluation of written proposals

Written proposals shall be scored against how you demonstrate that you meet our evaluation listed here:

1. Experience of turning complex information into engaging and memorable video content.
Weighting 5%
2. Experience of conducting filmed interviews or 'piece to camera' including knowledge of audio, lighting and filming techniques.
Weighting 5%
3. Editing; skilled in, and a subscriber to, Adobe CC including Premier, After Effects, Illustrator and Photoshop – files will need to be shared for collaboration and future edits.
Weighting 5%
4. Experience of animated video content.
Weighting 5%
5. Knowledge of live streaming.
Weighting 5%
6. Experience of working with medium to large size professional services organisations/not for profit organisations (preferably).
Weighting – 5%
7. Photography
Weighting 2%
8. Knowledge of accessibility and equality, diversity and inclusion considerations in video making.
Weighting 3%

The technical competence score weighting of the total score is 35%

These Criteria will be scored on a scale of 0-5 in accordance with the Planning Inspectorate's standard scoring guide as shown here.



Mark Awarded	Descriptor
0	No response or response irrelevant to the question
1	Response only partially answers question, with major deficiencies apparent. Little relevant detail.
2	Response almost meets question requirements but remains basic and missing some detail.
3	Response satisfies question requirement and has provided detail requested.
4	Comprehensive and useful response which answers the question and exceeds minimum expectations
5	A robust and fully comprehensive response including a full description of techniques and measurements employed, and a level of detail which adds value to the tender.

Any bidder with a score below 3 against all 8 technical criteria, after consensus, will be 'failed' and their submission excluded from any further consideration.

Quality (Social Value)

As an Executive Agency of a Central Government Department (DLUHC) PINS is required via Procurement Policy Note (PPN06/20) – to take into account Social Value in the award of its contracts.

Describe what commitments your organisation will make and/or has already made, against one or more of the five themes below, to ensure performance of the contract will create or support social value. Please also include how you will implement, monitor and report on these commitments.

- Creation of employment (including apprenticeships), re-training and other return to work opportunities
- Support for people and communities
- Support for the physical and mental health
- Environment activity to limit mitigate waste
- Help communities to manage and recover from the impact of Covid 19

The Social Value score weighting of the total score is 10%.

Price

Bidders should complete and return **Annex A** Pricing Schedule. Prices should be exclusive of VAT.

The commercial evaluation will be carried out by establishing the assessed price of each Tender, taken from each completed Pricing Schedule – Annex A. The assessment will be conducted against the prices tendered in the Pricing Schedule. The assessed price will have a total weighting of **20%**:

- Pricing will be evaluated against responses supplied by the Bidder in Annex A – Pricing Schedule that incorporates a Fixed Hour Rate and Fixed Daily Rate.
- The pricing submission will be evaluated by way of a 'standard differential' method whereby each Bidder will be given a score of 100% less the percentage by which their total pricing submission (£) ratio is higher than the total pricing submission with the lowest overall price. For example, if the lowest

pricing submission has a total cost of £500,000 (which would receive 100%) and the next highest Pricing Submission is £600,000, the latter bid would receive 83%.

- Lowest Bid/Submission * 100 = % Score. Therefore £500,000/£600,000 x 100 = 83%
- Lowest Bidder will be awarded 100% of the score available (30%).
- Second Bidder will be awarded 83% of the score available (25%) and so on.
- Rounding will be to the nearest whole number.
- The weighting for Price, **20%**, will be applied to the score achieved from the standard differential method.

If we think a supplier has offered unusually low rates, we will ask them to explain. If the supplier's explanation is not good enough, we may need to exclude them in accordance with Regulation 69, sections 4 to 7, of the Public Contracts Regulations 2015, *Abnormally Low Tenders*.

The price score weighting of the total score is 20%.

Stage 2 - Presentations

The top 3 scoring suppliers from Stage 1 - Written Proposals (Quality and Price) will be shortlisted and invited to a presentation via Microsoft Teams. This will consist of a 15-minute presentation of previous examples of work giving guidance or training e.g. "How To" videos, aligned to medium-to-large-size professional services organisations/not for-profit organisations; how you have worked with relevant projects that meet our requirements and presentation of a show reel. There will be a 10-minute question and answer session after the presentation. A maximum of 3 supplier representatives are permitted in presentations.

Evaluation of Presentation

Presentations shall be scored against how you demonstrate that you meet our evaluation criteria listed here:

1. Examples of work giving guidance and or training aligned to medium-to-large-size professional services organisations/not for-profit organisations – **Weighting 10%**
2. How you have worked with relevant projects that meet our requirements – **Weighting 10%**
3. Presentation of a show reel – **Weighting 10%**
4. Cultural fit – **Weighting 5%**

The presentation score weighting is 35%

These Criteria will be scored on a scale of 0-5 in accordance with the Planning Inspectorate's standard scoring guide as shown here:

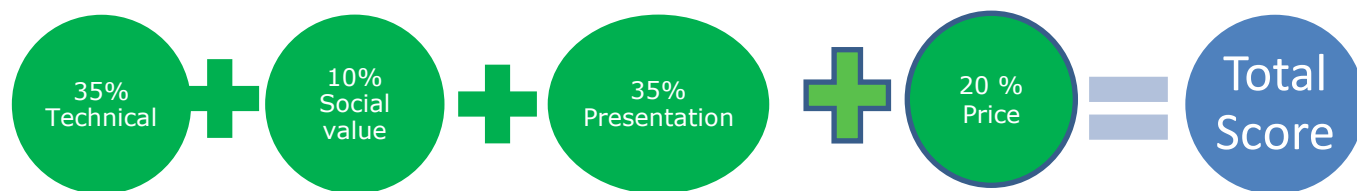


Mark Awarded	Descriptor
0	No response or response irrelevant to the evaluation criteria
1	Response only partially gives evidence of the evaluation criteria, with major deficiencies apparent. Little relevant detail.
2	Response almost meets evaluation requirements but remains basic and missing some detail.
3	Response satisfies evaluation requirements and has provided detail requested.
4	Comprehensive and useful response which answers the evaluation criteria and exceeds minimum expectations
5	A robust and fully comprehensive response including a full description of techniques and measurements employed, and a level of detail which adds value.

Any bidder with a score below 3 against all 4 presentation evaluation criteria, after consensus, will be 'failed' and their submission excluded.

The total evaluation score is made up as follows:

Total score - The supplier with the highest score shall be offered the contract.



5. Your Written Proposal

Please provide your written proposal using the 'proposal template' provided in **Annex B**, clearly setting out how you meet the evaluation criteria included in the Section 4.

The proposal template includes a section for each of the criteria being evaluated. In the template, please also declare any known or perceived conflicts of interest with any employees or contractors of the Planning Inspectorate.

Where to send your Written Proposal Annex B and Pricing Proposal Annex A

Your written proposal and pricing proposal must be submitted to tenders@planninginspectorate.gov.uk no later than **Thursday 16 March 2023 – 12:00 Noon** Written proposals and pricing received after this deadline will not be accepted.