**Creative Freelancer/Consultant Framework (2019 – 2022)**

**ActionAid UK**

**Request for Proposal/Quote**

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# Copyright Information

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# Organisation Information

ActionAid is an international charity that works with women and girls living in poverty. Our dedicated local staff are helping end violence against women and girls and changing lives, for good. We won’t stop until women and girls are out of danger, out of poverty and on track to create the future they want

Find out more about ActionAid’s work with women and girls living in poverty. Visit [**www.actionaid.org.uk**](https://actionaidglobal-my.sharepoint.com/personal/rosalind_animashaun_actionaid_org/Documents/Documents/1.%20CPE/CPE%20Contracts/Creative%20Consultants/www.actionaid.org.uk)**.**

# Current Situation Overview

ActionAid UK is part of the ActionAid Federation, and as such plays a key role in global fundraising. As part of AAUK’s functions, Communications and Public Engagement requires creative professionals to provide a wide array of skills to help AAUK achieve its overall goals and strategy. This Request for Proposal is intended to establish a working pool of such creative personnel who can be called upon for short-term work to meet the department’s needs.

# Project Purpose & Scope

This request for proposal (RFP) is established on behalf of ActionAid UK. The deadline for suppliers to indicate bid or no-bid is 28 February 2019, in the first instance, and on a two monthly basis thereafter. Final agreement should be reached no longer than 2 weeks after submission. Successful bidders will become participants within the Creative Consultant Framework for the active period (March 2019 - February 2022) and will have the opportunity to bid for any opportunities released through the relevant lots of the Framework in that period. Members of the framework have the right to leave at any time and ActionAid UK may also amend the structure of the framework periodically within the active period.

Following the initial procurement, the Framework will accept and review bids from creative consultants and/or freelancers on a quarterly rolling basis after the 30 June 2019 deadline. Bids can be submitted on an ongoing basis and will be reviewed in the first 2 weeks after every submission deadline. The deadlines are as follows:

* 28 February 2019
* 30 April 2019
* 30 June 2019
* 30 September 2019
* 31 December 2019

The same schedule will be followed until 30 September 2021, after which a new pool will be competitively bid.

We anticipate approving many consultants/freelancers to become Creative Framework participants. All contracts for work of this nature will be tendered through this Framework, therefore any consultants/freelancers wishing to undertake work of this nature over this period would be encouraged to apply to join the framework.

**Project Objectives**

The objective of this RFP is to establish a Framework of diverse, highly skilled creative consultants/freelancers able to support ActionAid UK’s work between 2019 and 2022.

As prospective funding becomes available, Terms of Reference, outlining each item of work required, will be sent to each consultant in the framework, depending upon their stated skills and expertise, for an opportunity to bid on the stated position. These bidding opportunities will be short-term, perhaps as little as 3-4 days, and ActionAid will make a selection at that time. In contracting for this work, we will use the fee rate range determined by Contracts and Procurement’s review of each consultant/freelancer’s fee rate (see Section 8) as part of our final agreement. In this way, ActionAid UK will likely have a turnaround from initial bid to putting a consultant under contract in 10 working days or less. We expect to tender both planned pieces of work (in advance) and short-term pieces of work through the Framework.

Please note that this Request for Proposal indicates your willingness to become part of this Framework agreement and is not a guarantee of work.

# Requirements Detail

AAUK requires response for creative work with the following requirements:

**Lot 1: Video Production, Post Production, Design & Animation**

|  |  |
| --- | --- |
| **Position** | **Skills Required** |
| **Subgroup 1:** |  |
| (1) Video Editor  (2) Picture Desk Editor  (3) Video Producers  (4) Sound Specialist  (5) Lighting Specialist  (6) Post Production specialist for TV  (7) Colour grader  (8) VFX specialist | (1) Video Editor   * Proficient in the use of Adobe Premiere and After Effects.   (2) Picture Desk Editor   * Video & Picture editing post production. Experience of photo and video editing software, Premiere Pro, Photoshop, Resource space (Stories Hub). Experience of commission video and photography writing briefs.   (3) Video Producers   * Experience budgeting shoots, obtaining crew visas, composing call sheets, post production work flow and negotiating crew and kit rates. * C.V of production experience essential.   (4) Sound Specialist   * Experience recording interview, environmental sounds and drama dialogue. * Reel essential.   (5) Lighting Specialist   * Experience of lighting for drama and interview.   (6) Post Production specialist for TV   * Strong knowledge of post-production workflows including editing, visual effects, sound design and colour grading. * Strong working relationships with post production houses a bonus. * Showreel essential.   (7) Colour grader   * Experienced using Da Vinci resolve. * Showreel essential.   (8) VFX specialist   * Experience using After Effects, Premiere Pro and other relevant software. Showreel essential. |
| **Subgroup 2** |  |
| (1) Illustrator  (2) Animator  (3) Designer  (4) Make-up Artist  (5) Stylist | (1) Illustrator   * Strong portfolio demonstrating versatility with styles, or a distinct style which suits ActionAid’s tone of voice. * Ideally works in digital, but this is not essential. * Evidence of diversity in character illustration, and creative problem solving when illustrating for difficult subjects.   (2) Animator   * Extensive knowledge of animation, and experience in either character or infographic animation styles. * Thorough knowledge of Adobe After Effects and ideally Premier Pro. * Some evidence of design skills necessary. * Illustration skills desirable but not essential. A strong portfolio is a must.   (3) Designer   * Experience in print design. * A relevant Graphic Design industry qualification or equivalent. * Extensive experience working with Adobe creative suite – including InDesign, Photoshop and Illustrator. * Has a portfolio that shows creative flair, the ability to work to a brief, produce artwork to the highest creative standards and deliver brand consistency.   (4) Make-up Artist   * Must have proven track record of working with celebrities on film and photo shoots. * Must be able to work well under pressure.     (5) Stylist   * Must have proven track record of working with celebrities on film and photo shoots. * Must be able to work well under pressure. |
| **Subgroup 3** |  |
| (1) First Assistant Director  (2) Producer | (1) First Assistant Director   * Previous experience AD’ing commercials, music videos and content is essential. Must have director and producer recommendations and a C.V of previous production work.   (2) Producer   * Experience budgeting shoots, obtaining crew visas, composing call sheets, post production work flow and negotiating crew and kit rates. C.V of production experience essential. |

**Lot 2: Photography/Videography**

|  |  |
| --- | --- |
| **Position** | **Skills Required** |
| **Subgroup 1:** |  |
| (1) Director of Photography  (2) Photographer  (3) Videographer  (4) Focus Puller | (1) Director of Photography   * Showreel essential. Must have experience shooting a variety of content from music videos, branded content, documentary and commercials.   (2) Photographers- UK and global reach:   * A strong portfolio of work. Having sound knowledge and understanding of visual storytelling in its many forms. * An ability to work under pressure and to tight deadlines. * An understanding of working to a brief and the importance of that brief. * Sensitivity in working with vulnerable subjects. An ability to fully caption images with fact-based information. * Liaise with teams in London, in other countries and with local partners working on the ground.   (3) Videographer   * Must have experience shooting content as both the camera operator and sound recordist. Works well under pressure and comfortable overseeing all aspects of a shoot alone.   (4) Focus Puller   * Must have experience as a camera assistant prior to stepping up into the focus puller role. Showreel essential and C.V. of production work complete with producer credits required. |
| **Subgroup 2:** |  |
| (1) Steady Cam Operator  (2) Grip  (3) Sound Recordist | (1) Steady Cam Operator   * Must have own kit and be experienced operating with both standard DSLR and larger cameras such as Arri and Red. Showreel essential.   (2) Grip   * Must have relevant professional qualifications and C.V with producer contacts. Experience with track, crane and dolly essential.   (3) Sound Recordist   * Must have experience recording in both studio and location scenarios. Comfortable working under pressure and alongside high-profile talent. Own kit essential. |

**Lot 3: News Editorial & Stories**

|  |  |
| --- | --- |
| **Position** | **Skills Required** |
| **Subgroup 1** |  |
| (1) Story Gatherer | (1) Story Gatherer   * Journalism background and experience of content gathering abroad. * Experience of leading content trips for NGOs and interviewing vulnerable interviewees. |
| **Subgroup 2: Editorial** |  |
| (1) Editor  (2) Copywriter  (3) Proof-reader  (4) PR Specialist | (1) Editor   * Impeccable spelling and grammar * Strong attention to detail * Proven ability to implement and maintain brand guidelines, brand tone of voice and house style * Flair for storytelling and understanding of what makes a good story or piece of marketing copy * Experienced in conceiving, creating and producing compelling narratives and on-brand copy and content for print, websites, mobile, social media or online marketing campaigns * Experience in preparing copy for typesetting/design * Publishing experience and evidence of professional training highly desirable.   (2) Copywriter   * A versatile writer with experience in print and digital * Impeccable spelling and grammar * Proven ability to implement and maintain brand guidelines, brand tone of voice and house style * Flair for storytelling and understanding of what makes a good story or piece of marketing copy * Experienced in conceiving, creating and producing compelling narratives and on-brand copy and content for print, websites, mobile, social media or online marketing campaigns * Thorough understanding of SEO, and experience of using SEO techniques and tools to optimise content for search   (3) Proof-reader   * Impeccable spelling and grammar * Strong attention to detail * Proven ability to implement and maintain brand guidelines, brand tone of voice and house style * Flair for storytelling and understanding of what makes a good story or piece of marketing copy * Experience using British Standard copy-editing/proofreading marks * Experience in preparing copy for typesetting/design * Publishing experience and evidence of professional training highly desirable.   (4) PR Specialist   * Experience of working within the International Development Sector * An ability to deliver national consumer media campaigns with a quick turnaround. * Would ideally have good national media contacts. |

**Lot 4: Events & Production**

|  |  |
| --- | --- |
| **Position** | **Skills Required** |
| (1) Event Manager | (2) Event Manager   * Experience of successfully organising and delivering big scale events. * An ability to develop and coordinate delivery of event plans, with key milestones and dependencies, implementing necessary risk mitigation activities. * Ability to provide technical expertise to ensure plans are realistic and achievable. * Experience of leading and working in a project team and manage effective relationships with external agencies. * Knowledge and experience of working in a Public Engagement, PR or Brand marketing environment |
| (2) Print Buyer | (2) Print Buyer   * Experience of print buying for a large organisation (150+ staff), including good working knowledge of specialised print/production companies. * Able to provide advice on print services/techniques and materials when required to ensure all printed material is produced to the highest standard. * Ability to write/check clear print production specs to allow suppliers to quote accurately on new jobs |

Potential Bidders may respond to one or more Lots, but **must** designate the specific Lot, Subgroup (if applicable), and specific job position, by title, to which they are replying. **Failure to designate actual job titles for which you are applying will result in the delay or rejection of the application.**

Potential Bidders also must designate in their response to this proposal the day rate range, as described below.

# Vendor Instructions

Provide a detailed proposal as specified below, for each Lot and position to which you respond:

* Provide an indicative daily rate range for contracts (i) up to 10 working days; (ii) up to one month (up to 25-28 working days) (iii) up to eight weeks (up to 40 working days). State clearly any assumptions made in arriving at the same. If you only charge on a flat rate basis, please state the amounts to be charged and assumptions at arriving at same. Failure to designate a full range of day rates may result in review delay of your submission or rejection of your application.
* Provide an up-to-date CV listing relevant experience and skills.
* Complete the attached creative consultant framework form detailing your experience and skills.
* Provide any evidence of skills required as specified by the lot, for example: a showreel or portfolio.
* Complete a supplier questionnaire

## Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows

|  |  |
| --- | --- |
| Process step | Date |
| RFP & Tender documents distributed to vendors | 04 February2019 |
| Deadline for RFP responses, by 23:59 on stated dates | 28 February 2019, and then every two months as follows:  30 April 2019  30 June 2019  30 September 2019  31 December 2019  31 March 2020  30 June 2020  30 September 2020  ~~31 December 2020~~  31 March 2021  30 June 2021  30 September 2021 |
| Selection of vendor | Within 3-4 weeks after stated deadline |
| Inclusion in Creative Consultant/Freelancer Pool | Within 4-5 weeks after stated deadline |

## Proposal Submission & Contact Information

Please submit electronic copy of your proposal, including all supporting documentation to:

|  |  |
| --- | --- |
| Name | Martha Adam-Bushell, Deputy Director of Strategy, Performance and Assurance |
| Company | ActionAid UK |
| Address | 33-39 Bowling Green Lane,  London,  EC1R OBJ |
| Phone | 0203 122 0561 |
| E-mail | [Commercial.uk@actionaid.org](mailto:Commercial.uk@actionaid.org) |

Contact Person(s) for any questions about the RFP by email only:

|  |  |
| --- | --- |
| Rosalind Animashaun | [rosalind.animashaun@actionaid.org](mailto:rosalind.animashaun@actionaid.org) |

## Proposal Format

A vendor’s internal template for responses to RFP will be accepted. The New Supplier Questionnaire provided herewith must be answered and attached along with the proposal.

## Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

# Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the RFP Review Team.

Evaluation and selection of vendors to provide products and services as defined in this RFP to ActionAid UK will be based on the following criteria, which are given in no specific order.

* Price
* Depth of overall experience
* Expertise

**Weighting** to scoring will be determined along these areas:

|  |  |  |
| --- | --- | --- |
| Price  20 % | Depth of Overall Experience 40 % | Expertise  40 % |

The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of Deputy Director of Strategy, Performance and Assurance, Deputy Director of Communications and Deputy Director of Media, Campaigns and Public Engagement.

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK.

If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.