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Contract

RB739 Design and Creative Framework

Leeds Beckett University

F03: Contract award notice

Notice identifier: 2025/S 000-001487

Procurement identifier (OCID): ocds-h6vhtk-046f4b

Published 16 January 2025, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

Contact

Sarah Beckett

Email

s.e.beckett@leedsbeckett.ac.uk

Telephone

+44 1138123841

Country

United Kingdom

Region code

UKE42 - Leeds

Internet address(es)

Main address

www.leedsbeckett.ac.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

RB739 Design and Creative Framework

Reference number

RB739

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Leeds Beckett University is seeking to establish a framework with a number of specialist agencies and freelance designers to provide design and creative services to Leeds Beckett University. This requirement is split into 2 Lots - Design and Creative Agencies and freelance designers.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £500,000

II.2) Description

II.2.1) Title

Design and Creative

Lot No

1

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

- Campaign concept development
- Print, digital, email and web design
- Corporate brand identity including brand development, brand building and brand visibility
- Market insight
- Illustration
- Publications, copywriting and proof reading

II.2.5) Award criteria

Quality criterion - Name: Staff Resources / Weighting: 5

Quality criterion - Name: Development and Training and co working / Weighting: 5

Quality criterion - Name: Account Management / Weighting: 5

Quality criterion - Name: Experience/Case studies / Weighting: 15

Quality criterion - Name: Quality of Design/Campaign / Weighting: 35

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 25

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/6R527JP3XN>

II.2) Description

II.2.1) Title

Freelance designers

Lot No

2

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

- Specialist digital or print graphic designer
- Multi-disciplined designer
- Art working

II.2.5) Award criteria

Quality criterion - Name: Sample Portfolio/ Quality of Design / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 5

Quality criterion - Name: Service Delivery / Weighting: 20

Price - Weighting: 25

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-018130](#)

Section V. Award of contract

Lot No

2

Title

RB739 Design & Creative Framework

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 December 2024

V.2.2) Information about tenders

Number of tenders received: 38

Number of tenders received from SMEs: 35

Number of tenders received from tenderers from non-EU Member States: 38

Number of tenders received by electronic means: 38

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Whistle Jacket London Ltd

Vox Studios, Unit N201A, 1-45 Durham Street

London

SE11 5JH

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

09021526

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Field Design Associates Ltd

108 Hague, Pat Midgley Ln

Sheffield

S2 5DW

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

06634829

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Out of Place Studio

Assembly Bradford, 20 North Parade

Bradford

BD1 3HT

Country

United Kingdom

NUTS code

- UKE41 - Bradford

National registration number

12460815

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Rabbit Hole Designs Ltd

2nd Floor, Globe Quay, 16 Globe Road

Leeds

LS11 5QG

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

06698783

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Morton Ward Ltd

12a Timber Bush

Edinburgh

EH6 6QH

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

National registration number

SC235186

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ANON

1 Winkford Farm Cottages Church Lane, Witley,

Surrey

GU8 5PS

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

National registration number

1

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Buttercrumble

2 Bowcliffe Court Bowcliffe Hall, Bramham,

Leeds

LS23 6LP

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

11920015

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Daffodil Designs Ltd

21 Parcau Avenue

Bridgend

CF31 4SZ

Country

United Kingdom

NUTS code

- UKL17 - Bridgend and Neath Port Talbot

National registration number

15630468

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Studio Belly Timber Ltd

5 Wheatlands, Farsley,

Leeds

LS28 5HH

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

06272411

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £500,000

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=917819016>

GO Reference: GO-2025116-PRO-29147554

VI.4) Procedures for review

VI.4.1) Review body

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

Telephone

+44 1138124634

Country

United Kingdom