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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](mailto: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](http://www.leedsbeckett.ac.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**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-esourcing.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](#)

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## **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

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## **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