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Contract

## **Creative Design Services**

University of Ulster

F03: Contract award notice

Notice identifier: 2022/S 000-002621

Procurement identifier (OCID): ocds-h6vhtk-02e63c

Published 28 January 2022, 10:45pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Ulster

Block X Room X031, Cromore Road

Coleraine

BT52 1SA

#### **Email**

[k.reid1@ulster.ac.uk](mailto:k.reid1@ulster.ac.uk)

#### **Telephone**

+44 2870123750

#### **Country**

United Kingdom

#### **NUTS code**

UKN - Northern Ireland

**National registration number**

NIC100166

**Internet address(es)**

Main address

[www.ulster.ac.uk](http://www.ulster.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**

Creative Design Services

#### **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**

Creative Design Services

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £730,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79415200 - Design consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Belfast, Coleraine, Magee and Jordanstown campuses Northern Ireland.

#### **II.2.4) Description of the procurement**

The University is seeking to establish a contract with a Tenderer to help support the delivery of on-brand

communications that bring cohesion across the University's complex structure, clearly communicates its

cores values and unique proposition, and successfully engages key internal and external stakeholders.

This Creative Services contract is for multiple University projects during the life of the contract, which can

vary in size and scope depending on business area and geographic location. The following will be

required from the Tenderer.

- Digital assets – including but not limited to - gifs, statics and carousels for social platforms, assets for

digital screens, assets for projections screens and out of home media screens, custom QR codes.

- Web design – including but not limited to – front end design that would be hosted on the university

platform and systems. This could be for spin off funded projects or specific campaigns.

- Audio-visual production - including but not limited to – filming media events with vox pops and piece

to camera, drone work across our campuses, sales tools based on our locations and student testimonials,

on location as well as self-filmed editing, documentaries on our legacy work, TV commercials including

broadcast clearance.

- Graphic design – including but not limited to – design of look and feel of campaigns, design of cover

and spreads of documents such as prospectus, annual review, design of signage interior/exterior, design

of window graphics, design of menus and promotional materials.

- Artworking – including but not limited to – text amends, copy and image layout from existing templates,

roll out of pages from an approved creative concept, typesetting and colour correction, minor amends to

an existing piece of design.

The successful Tenderer will be required to work across various departments and business areas within

the university to deliver a comprehensive graphic design service, through all stages from initial concept

(where required) to production-ready formats.

#### **II.2.5) Award criteria**

Quality criterion - Name: Key Team Members / Weighting: 10%

Quality criterion - Name: Methodology for Service Delivery / Weighting: 8%

Quality criterion - Name: Methodology for Contract Management / Weighting: 8%

Quality criterion - Name: Creativity / Weighting: 14%

Price - Weighting: 60%

#### **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

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## **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: [2021/S 000-024269](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

21 December 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Whitenoise Design Ltd

Belfast

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

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: £730,000

Total value of the contract/lot: £730,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

It is anticipated the contract will commence on 21/12/2021

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University incorporated a minimum 10 calendar days standstill period at the point information on award of the contract was communicated to all tenderers. The standstill period provided time for unsuccessful tenderers to challenge the award decision before the contract was entered into. The Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (Northern Ireland).