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Tender

## **Creative Agency Services**

University of Sunderland

F02: Contract notice

Notice identifier: 2022/S 000-004130

Procurement identifier (OCID): ocds-h6vhtk-0316bd

Published 14 February 2022, 12:53pm

## **Section I: Contracting authority**

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

University of Sunderland

3rd Floor Edinburgh Building, Chester Road

Sunderland

SR1 3SD

### **Contact**

A Brook

### **Email**

[tenders@sunderland.ac.uk](mailto:tenders@sunderland.ac.uk)

### **Country**

United Kingdom

## **NUTS code**

UKC23 - Sunderland

## **Internet address(es)**

Main address

[www.sunderland.ac.uk](http://www.sunderland.ac.uk)

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/universityofsunderland.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofsunderland.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

## **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 Agency Services

Reference number

UOS/Creative Agency Services/0122

#### **II.1.2) Main CPV code**

- 79415200 - Design consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University of Sunderland and its subsidiaries would like to invite tenderers to provide Creative Agency Services, the successful supplier will help the University promote its 'life changing' brand and 'career-focused' and 'professions-facing' courses to a global audience in a highly competitive and regulated market. Working with the University of Sunderland and its subsidiaries commencing approximately July 2022, the tender is for a period of 3 years' with the option to extend for 2 years (in 12 monthly increments). The overall contract value is estimated at GBP £1,100,000 (excluding VAT) over 5 years' (the maximum contract length) i.e. GBP £200,000 per annum approximately (excluding VAT where applicable) but with an additional sum in the first year - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,100,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKC23 - Sunderland
- UKI4 - Inner London – East

Main site or place of performance

Sunderland, Tyne & Wear, North East of England, Canary Wharf, London, and Hong Kong

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

The University of Sunderland and its subsidiaries would like to invite tenderers to provide Creative Agency Services, the successful supplier will help the University promote its 'life changing' brand and 'career-focused' and 'professions-facing' courses to a global audience in a highly competitive and regulated market. Working with the University of Sunderland and its subsidiaries commencing approximately July 2022, the tender is for a period of 3 years' with the option to extend for 2 years (in 12 monthly increments). The overall contract value is estimated at GBP £1,100,000 (excluding VAT) over 5 years' (the maximum contract length) i.e. GBP £200,000 per annum approximately (excluding VAT where applicable) but with an additional sum in the first year - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award. Expressions of interest and tender documents are available via In-Tend <https://in-tendhost.co.uk/universityofsunderland/aspx/HomeNote> closing date for return of tenders and documents is 12 noon - Thursday 17th March 2022

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,100,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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: Yes

Identification of the project

Various Projects funded by EU or other

#### **II.2.14) Additional information**

Any commissions under this contract or framework maybe subject to external funding from bodies such as DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful suppliers will be expected to work with the University on any funding applications where appropriate. This list of funding bodies is not exhaustive

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

17 March 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 18 July 2022

#### **IV.2.7) Conditions for opening of tenders**

Date

17 March 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

University of Sunderland

3rd floor, Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

[tenders@sunderland.ac.uk](mailto:tenders@sunderland.ac.uk)

Country

United Kingdom

Internet address

[www.sunderland.ac.uk](http://www.sunderland.ac.uk)

#### **VI.4.2) Body responsible for mediation procedures**

University of Sunderland



Legal Services, 4th Floor, Edinburgh Building

Sunderland

SR1 3SD

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

University of Sunderland,

Legal Services, 4th Floor, Edinburgh Building

Sunderland

SR1 3SD

Email

[legal@sunderland.ac.uk](mailto:legal@sunderland.ac.uk)

Country

United Kingdom