

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005120-2023>

Contract

## **WCC - Creative Design Services Framework**

Warwickshire County Council

F03: Contract award notice

Notice identifier: 2023/S 000-005120

Procurement identifier (OCID): ocids-h6vhtk-0357a2

Published 21 February 2023, 9:44am

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

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

Warwickshire County Council

Shire Hall, Market Square

WARWICK

CV344RL

#### **Contact**

Linda Fairweather

#### **Email**

[lindafairweather@warwickshire.gov.uk](mailto:lindafairweather@warwickshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG13 - Warwickshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)

Buyer's address

[www.warwickshire.gov.uk/procurement](http://www.warwickshire.gov.uk/procurement)

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

Regional or local authority

**I.5) Main activity**

General public services

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

WCC - Creative Design Services Framework

Reference number

WCC - 14172

**II.1.2) Main CPV code**

- 79822500 - Graphic design services

**II.1.3) Type of contract**

Services

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

A Framework provision for Creative Design services which will cater for all of WCC's creative design needs to meet both basic and more complex design requirements.

#### **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: £320,000

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

#### **II.2.1) Title**

LOT 1 - Up to £499.99 per design.

Lot No

1

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

- 79822500 - Graphic design services

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

NUTS codes

- UKG - West Midlands (England)

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

LOT 1 - Up to £499.99 per design.

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

Quality criterion - Name: Understanding the Requirements / Weighting: 17.5

Quality criterion - Name: Expertise Relevant to this Requirement / Weighting: 14

Quality criterion - Name: Suitability / Weighting: 7

Quality criterion - Name: Resource and Capacity / Weighting: 3.5

Quality criterion - Name: Sector Knowledge / Weighting: 3.5

Quality criterion - Name: Working Together / Weighting: 7

Quality criterion - Name: Environment / Weighting: 3.5

Quality criterion - Name: Quality and KPIs / Weighting: 7

Quality criterion - Name: Business Continuity / Weighting: 3.5

Quality criterion - Name: Confidentiality / Weighting: 3.5

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

2 Years initial contract term with the ability to extend by an additional 24 months, and renewal is anticipated.

Therefore the maximum contract term (for this contract) is up to a maximum of 4 years Including extensions.

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

Whilst we have stated within this Notice a spend value up to Circa £240,000. (for LOT 1) this value is an aspirational spend figure and the likely spend value is estimated to be circa £120,000. (for LOT 1). The higher value is to cover any as yet unknown/ unforeseen design requirements over the 4 year framework duration. During the course of the contract period the range and scope of these services may be subject to modification and variation to meet the changing needs and requirements of the Council, potential changes in legislation and the changing

demands placed on the Council by its customers.

## **II.2) Description**

### **II.2.1) Title**

Mini Competition above £500+

Lot No

2

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

- 79822500 - Graphic design services

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

NUTS codes

- UKG - West Midlands (England)

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

LOT 2A - BASIC BRIEFS.

LOT 2B - COMPLEX BRIEFS.

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

Quality criterion - Name: Understanding Our Requirement / Weighting: 17.5

Quality criterion - Name: Expertise Relevant to this Requirement / Weighting: 14

Quality criterion - Name: Suitability / Weighting: 7

Quality criterion - Name: Resources and Capacity / Weighting: 3.5

Quality criterion - Name: Sector Knowledge / Weighting: 3.5

Quality criterion - Name: Working Together / Weighting: 7

Quality criterion - Name: Environment / Weighting: 3.5

Quality criterion - Name: Quality & KPIs / Weighting: 7

Quality criterion - Name: Business Continuity / Weighting: 3.5

Quality criterion - Name: Confidentiality / Weighting: 3.5

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

2 Years initial contract term with the ability to extend by an additional 24 months, and renewal is anticipated.

Therefore the maximum contract term (for this contract) is up to a maximum of 4 years Including extensions

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

Whilst we have stated within this Notice a spend value up to Circa £80,000. (for LOT 2) this value is an aspirational spend figure and the likely spend value is estimated to be circa £40,000. (for LOT 2). 29/07/2022, 17:51 WCC - Creative Design Services Framework - Find a Tender

<https://www.find-tender.service.gov.uk/dashboard/notices/form/preview?fid=2&nid=87064&gid=1> 7/8

The higher value is to cover any as yet unknown/unforeseen design requirements over the 4 year framework duration.

During the course of the contract period the range and scope of these services may be subject to modification and variation to meet the changing needs and requirements of the Council, potential changes in legislation and the changing demands placed on the Council by its customers.

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2022/S 000-020883](#)

---

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

### **Lot No**

1, 2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Panache Creative Media

1 Swansnest Grove

Nuneaton

CV10 7GR

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Justification for not providing organisation identifier

Sole trader

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

### **Lot No**

1,2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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



Number of tenders received: 15

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

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

Visual Print and Design

Unit 1, Checkpoint Court, Sadler Road

Lincoln

LN63PW

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

8235742

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section V. Award of contract**

**Lot No**

1,2A & 2B

A contract/lot is awarded: Yes

**V.2) Award of contract**

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

20 January 2023

**V.2.2) Information about tenders**

Number of tenders received: 15

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

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

Bread and Butter Creative Limited

The Studio, The Garth, Yarnton,

Oxfordshire,

OX5 1NA

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

08718550

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section V. Award of contract**

**Lot No**

1, 2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Inc Dot Ltd

Seafire Close,

York

YO304UU

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

04044618

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

### **Lot No**

1, 2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Paul McCabe T/A Plum Design & Advertising

96 Lyndon Road,

Solihull

B92 7RQ

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Justification for not providing organisation identifier

Sole trader

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section V. Award of contract**

**Lot No**

1, 2A & 2B

A contract/lot is awarded: Yes

**V.2) Award of contract**

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

20 January 2023

**V.2.2) Information about tenders**

Number of tenders received: 15

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

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

Glued Limited

10 Millers Bank, Broom

Alcester

B50 4HZ

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

4871074

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section V. Award of contract**

**Lot No**

2A &2B

A contract/lot is awarded: Yes

**V.2) Award of contract**

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

20 January 2023

**V.2.2) Information about tenders**

Number of tenders received: 15

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

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

Type and Tea

10 Habberley Lane,

Kidderminster,

DY11 5JT

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Justification for not providing organisation identifier

Sole trader

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

#### **Lot No**

2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Lococo Creative Limited

12 Brookfield Drive, Wolvey, Hinckley,

Warwickshire

LE103LT

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

08041564

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

### **Lot No**

2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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



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

Citizen Communication Media Ltd

Unit 7 The Towers, Foley Avenue,

Kidderminster

DY117PG

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

3978680

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section V. Award of contract**

**Lot No**

2A & 2B

A contract/lot is awarded: Yes

**V.2) Award of contract**

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

20 January 2023

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

Number of tenders received: 15

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

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

Black Pig Ltd

Pigs Ear Cottage, The Mount, Barley,

Hertfordshire

SG88JH

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

03709100

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

### **Lot No**

Lot2A &2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Kathryn Samson

54 Bellenden Road

London

SE155BB

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

225549223

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

### **Lot No**

2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

Never Know Defeat Ltd

38 Kennington Avenue

Bristol

BS79ET

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

08062912

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

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

#### **Lot No**

2A & 2B

A contract/lot is awarded: Yes

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

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

20 January 2023

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

Number of tenders received: 15

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

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

HTDL Ltd

6 Ardent Court, William James Way, Henley in Arden,

Warwickshire

B955GF

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

03147945

The contractor is an SME

Yes

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

Total value of the contract/lot: £320,000

---

**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Royal Court of Justice

The Strand

London

WC2A2LL

Country

United Kingdom