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Tender

## **Provision of Creative Services**

The University of Central Lancashire

F02: Contract notice

Notice identifier: 2021/S 000-008678

Procurement identifier (OCID): ocds-h6vhtk-02a957

Published 22 April 2021, 10:55pm

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

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

The University of Central Lancashire

Preston

#### **Email**

[etenders@uclan.ac.uk](mailto:etenders@uclan.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKD - North West (England)

#### **Internet address(es)**

Main address

<https://esourcing.uclan.ac.uk>

#### **I.3) Communication**

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

<https://esourcing.uclan.ac.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://esourcing.uclan.ac.uk>

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**

Provision of Creative Services

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

- 79342000 - Marketing services

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

Services

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

The University of Central Lancashire is seeking to work with number of agencies across an array of creative service requirements as outlined below in Lots 1 – 4 below from 1st September 2021 to August 2023 (with an option to extend for 24 months). Appointed agencies would be expected to work collaboratively with each other and with our existing contracted suppliers for media planning and buying and PR, as well as working closely with our in-house design, copywriting and video teams.

Lot 1- Creative / Brand Design

Lot 2 - Photography

Lot 3 - Videography

Lot 4 - Copywriting

In September 2020 UCLan launched a refreshed brand and a key part of this Framework is to ensure that the new brand and its narrative are adopted consistently both internally and externally by key stakeholders. Embedding our refreshed brand will be key to strengthening our profile and raising brand awareness with our target audiences.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

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

Lot No

Lot 1 - Creative

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

- 79342000 - Marketing services

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

NUTS codes

- UKD - North West (England)

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

We are seeking to work closely with an agency on the development of marketing campaigns and creative concepts, aligned to the marketing strategy and focussed on brand and student recruitment, plus the other areas outlined in the objectives such as business, research and alumni. The agency will be able to demonstrate a capacity for strategic thinking and will be experienced in the use of customer insight to drive both brand and campaign planning. We are looking for an agency that can demonstrate excellence in creating advertising and marketing concepts that can help the University stand out from its competitors, with experience of and expertise in developing creative concepts across numerous digital and traditional media channels, plus a proven ability to deliver brand and campaign advertising campaigns, with a focus on outcomes from response rates to ROI. Agencies will be required to demonstrate competitive pricing for work undertaken, along with attention to detail and a strong customer service ethic encompassing account management, advice and an honest approach to challenge our thinking.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The requirement will be retendered at the end of the contract period.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The University has the option to extend for a further two x 12 month periods after the initial contract period subject to satisfactory performance.

### **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) Description**

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

Lot No

Lot 2 - Photography

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

- 79961100 - Advertising photography services

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

NUTS codes

- UKD - North West (England)

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

We are seeking to work with agencies / freelancers to provide a range of specialist and general photography services including art direction in a cost effective and timely manner

including drone, high level and aerial photography, brand and campaign photography and photography for digital, email and print purposes. Attention to detail and creative flair, plus excellent customer service and value for money, plus adherence to brand guidelines are also requirements for this Lot.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will retender after the contract has expired

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

Variants will be accepted: No

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

Options: Yes

Description of options

The University has the option to extend for a further two x 12 month periods after the initial contract period subject to satisfactory performance.

### **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) Description**

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

Lot No

Lot 3 - Video

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

- 79342000 - Marketing services

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

NUTS codes

- UKD - North West (England)

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

We are seeking to work with agencies / freelancers to support our in-house video team to create content for a wide range of internal and external stakeholders in a cost effective and timely manner including personalised and 360 videos, brand and campaign videos, videos for School and Service colleagues for internal and external audiences. This will include art direction, attention to detail, creative flair and customer service, as well as adherence to brand guidelines are also requirements for this Lot.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will retender the requirement once the contract has expired

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

Variants will be accepted: No

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

Options: Yes

Description of options

The University has the option to extend for a further two x 12 month periods after the initial contract period subject to satisfactory performance.

### **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) Description**

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

Lot No

Lot 4 - Copywriting

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

- 79342000 - Marketing services

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

NUTS codes

- UKD - North West (England)

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

We are looking to work with agencies / freelancers who can work as an extension to our in-house team to provide high-end copywriting services in a cost effective and timely manner. Our audiences are diverse and range from prospective students to stakeholders and regional partners, so we are seeking an agency who can write compelling copy for a wide range of audiences and offers, whilst adhering to our tone of voice guidelines and our style guide.

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will retender the requirement once the contract has expired

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

Variants will be accepted: No

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

Options: Yes

Description of options

The University has the option to extend for a further two x 12 month periods after the initial contract period subject to satisfactory performance.

### **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**

Restricted procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 4

**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

24 May 2021

Local time

12:00pm

**IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

14 June 2021

**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**

Duration in months: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

University of Central Lancashire

Preston

PR1 2HE

Country

United Kingdom