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Planning

Photography Services

UNIVERSITY OF SOUTHAMPTON

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-011674

Procurement identifier (OCID): ocds-h6vhtk-03c399

Published 24 April 2023, 2:38pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF SOUTHAMPTON

BUILDING 37, HIGHFIELD CAMPUS, UNIVERSITY ROAD

SOUTHAMPTON

SO17 1BJ

Contact

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Email

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Telephone

+44 2380595000

Country

United Kingdom

Region code

UKJ32 - Southampton

Royal Charter Charity (UK)

RC000668

Internet address(es)

Main address

<https://www.southampton.ac.uk/>

Buyer's address

<https://www.southampton.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/universityofsouthampton>

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Photography Services

Reference number

2021UoS-0365

II.1.2) Main CPV code

- 79960000 - Photographic and ancillary services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a Soft Market Engagement exercise in order to gauge the market interest of bidding to be appointed on a Framework for the use of Photographers for the University. This will be a written exercise and we are seeking responses to be submitted via a questionnaire that can be obtained via the University's procurement Portal (In-Tend), the link for which will be included in this notice.

The University's Communications and Marketing team produces a variety of content such as the prospectus, course brochures, student recruitment materials, social media posts, email marketing, digital ads, direct mail, posters, magazines, and advertising. They also oversee the University's website and images.

High-quality photographs are important to support print and digital materials and showcase university life, world-leading teaching and research, and staff, student, and alumni profiles - therefore professional photographers are needed for this Framework.

Lot 1 - High End Photography - It is our intention to appoint 3 Suppliers - Value of £30k a year.

Lot 2 - Smaller / quick turnaround photography jobs (Profile shots, press and event photography) - It is our intention to appoint 3 Suppliers - Value of £30k a year.

It is expected that the duration of the Contract will not exceed 4 years.

It is not yet decided which tender procedure will be used but it is envisaged it will either be an Open or Restricted procedure.

Any interested parties can complete the SME (Soft Market Engagement) Questionnaire and return via the University's procurement portal In-Tend no later than midday on 05/05/2023.

The University may decide to contact some, any or all of the organisations that are participating in this soft market engagement exercise to obtain further detail or clarification.

Potential suppliers shall be solely responsible for any costs which they incur as a result of participating in any aspect of this market engagement exercise.

Please Note: The University is conducting this soft market engagement exercise to allow interested parties, with appropriate experience, to outline their views and provide impartial information to the University with no commitment to themselves or the University. This is not a call for competition at this stage.

II.1.5) Estimated total value

Value excluding VAT: £240,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Photography Services - Lot 1 - High End Photography

Lot No

1

II.2.2) Additional CPV code(s)

- 79960000 - Photographic and ancillary services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

Main site or place of performance

The majority of photography is based on the University of Southampton's campuses and surrounding area to promote the city and location.

Please note, we have campuses in both Southampton and Winchester.

Occasionally profile shots are required off campus and travel is required. The Campus addresses are listed below;

- Highfield Campus - University Road, Southampton, Hampshire SO17 1BJ
- Avenue Campus - Highfield Road, Southampton, Hampshire SO17 1BF
- Boldrewood Campus - Burgess Road, Southampton, Hampshire SO16 7QF
- Southampton General Hospital (SGH) Campus - Tremona Road, Southampton, Hampshire SO16 6YD
- Waterfront Campus at National Oceanography Centre Southampton (NOCS) - European Way, Southampton, Hampshire SO14 3ZH
- Winchester Campus (home to the Winchester School of Art) - Park Avenue, Winchester, Hampshire, SO23 8DL

II.2.4) Description of the procurement

Commissioned by Communications and Marketing, Global Recruitment and Admissions, Office of Development & Alumni Relations, and occasionally colleagues across the wider University; fixed day rate to include editing time, sending photographs and travel time and expenses.

Examples: High profile photography for undergraduate and postgraduate prospectuses, high quality, stylised photography for campaign collateral for both student recruitment and alumni campaigns, website imagery, publications such as impact document, Graduation programme, alumni marketing and event collateral, staff recruitment brochures, informational brochures such as financial statements, annual reports, magazines.

The photographer will be required to manage difficult situations, faced with producing high-end, quality photographs from what can be messy offices, busy lab environments, and

occasionally photographing people that do not feel comfortable being photographed. The photographer should have the skills to deal with nervous people and making them feel relaxed in order to get a good photo. They will be required to be creative and ensure photographs are kept fresh and engaging. The photographer will need to be flexible, able to problem solve very quickly and come up with creative solutions to find different or creative ways to get new shots. For example, some subject disciplines have lots of interesting facilities to show off, and other areas such as Law or Politics and International Relations do not have this. The ability to come up with interesting ways to present subject areas without impressive kit is important. The supplier will be required to potentially shoot very sensitive and difficult situations - patients or families of donors. And likewise, may be required to photograph High-Net-Worth Individuals/VIPs - busy people with whom we have one shot to get the shot. The supplier would need to be comfortable with these situations.

We will require the photographer to have professional photographic equipment. Lighting and a range of lenses for different types of shots. The photographer will be required to have the ability to correctly light scenes, both in context and in a studio and use a wide range of lenses for different shots. Apart from having the lighting equipment, the photographer must also have both the knowledge and skill to use them.

Estimated value of this Lot: £30,000 + VAT a year.

II.2.14) Additional information

Further information can be found in the Soft Market Engagement questionnaire, found at the University of Southampton's e-Tendering portal:

<https://in-tendhost.co.uk/universityofsouthampton>

II.2) Description

II.2.1) Title

Photography Services - Lot 2 - Smaller / quick turnaround photography jobs

Lot No

2

II.2.2) Additional CPV code(s)

- 79960000 - Photographic and ancillary services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

Main site or place of performance

The majority of photography is based on the University of Southampton's campuses and surrounding area to promote the city and location.

Please note, we have campuses in both Southampton and Winchester.

Occasionally profile shots are required off campus and travel is required. The Campus addresses are listed below;

- Highfield Campus - University Road, Southampton, Hampshire SO17 1BJ
- Avenue Campus - Highfield Road, Southampton, Hampshire SO17 1BF
- Boldrewood Campus - Burgess Road, Southampton, Hampshire SO16 7QF
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II.2.4) Description of the procurement

This lot is for profile shots, press and event photography. Commissioned by Communications and Marketing, Global Recruitment and Admissions, Office of Development & Alumni Relations, as well as colleagues across the wider University be as experienced at procuring photography; hour rate to include editing time, sending photographs and travel time and expenses.

Examples: Staff, Student and Alumni case studies and profile shots, supporting website imagery, event photography, social media photography, and press photography.

The photographer will be required to work in busy environments with a pressure on timeframes. The photographer will have the ability to work with a variety of people who may be nervous and not wanting their photographs taken ensuring they are relaxed to get a good shot.

We will require the photographer to have professional photographic equipment. Lighting and a range of lenses for different types of shots. The photographer will be required to have the ability to correctly light scenes and use a wide range of lenses for different shots.

Estimated value of this Lot: £30,000 + VAT a year.

II.2.14) Additional information

Further information can be found in the Soft Market Engagement Questionnaire on the University of Southampton's e-Tendering Portal:

<https://in-tendhost.co.uk/universityofsouthampton>

II.3) Estimated date of publication of contract notice

3 July 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes