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Tender

## **Student Creative Agency**

University of Sunderland

F02: Contract notice

Notice identifier: 2023/S 000-014206

Procurement identifier (OCID): ocds-h6vhtk-03cd86

Published 18 May 2023, 2:42pm

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

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

University of Sunderland

Edinburgh Building, Chester Road

Sunderland

SR1 3SD

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UKC23 - Sunderland

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

Main address

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

### **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/>

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/>

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**

Student Creative Agency

Reference number

UoS/Student Creative Agency/0523

#### **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**

The University of Sunderland's Faculty of Arts and Creative Industries is seeking proposals from organisations with relevant proven experience and expertise to partner in the delivery of a commercial creative agency for its students. The purpose of this partnership is to provide students with the opportunity to gain hands-on, authentic experience in delivering creative projects for paying clients, to develop their skills, and to prepare them for their future careers. The contract is expected to commence 1st August 2023 to 31st July 2026 (with up to 1 year extension taking it to a possible July 2027). The overall contract value is estimated at GBP £164,000 over 4 years' (the maximum contract length) ie GBP £41,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated value, subject to changes to requirements across the University for the duration of the award.

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

Value excluding VAT: £164,000

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

This contract is divided into lots: No

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

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKC23 - Sunderland

Main site or place of performance

Sunderland, Tyne & Wear, England

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

The University of Sunderland's Faculty of Arts & Creative Industries is seeking proposals from organisations with relevant proven experience and expertise to partner in the delivery of a commercial creative agency for its students. The purpose of this partnership is to provide students with the opportunity to gain hands-on, authentic experience in delivering creative projects for paying clients, to develop their skills, and to prepare them for their future careers. The contract is expected to commence 1st August 2023 to 31st July 2026 (with up to 1 year extension taking it to a possible July 2027). The overall contract value is estimated at GBP £164,000 over 4 years' (the maximum contract length) ie GBP £41,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated value, subject to changes to requirements across the University for the duration of the award. Closing date for tender submission is 12 noon Monday 19th June 2023

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

Quality criterion - Name: Qualitative / Weighting: 60%

Cost criterion - Name: Costs / Weighting: 40%

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

Value excluding VAT: £164,000

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

Start date

1 August 2023

End date

31 July 2027

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 ERDF, DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful supplier 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

19 June 2023

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: 1 August 2023

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

Date

19 June 2023

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

Procurement, Planning & Finance, Edinburgh Building, Chester Road

Sunderland

SR! 3SD

Email

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

Country

United Kingdom

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

Legal and Governance

Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

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

Country

United Kingdom