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Tender

## **UK\_252 - 2024 - Creative Design Services Framework**

British Council

F02: Contract notice

Notice identifier: 2024/S 000-017391

Procurement identifier (OCID): ocds-h6vhtk-046d89

Published 5 June 2024, 11:53am

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

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

British Council

58 Whitworth Street

Manchester

M1 6BB

#### **Contact**

Ahmed Akram

#### **Email**

[ahmed.akram@britishcouncil.org](mailto:ahmed.akram@britishcouncil.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.britishcouncil.org](http://www.britishcouncil.org)

Buyer's address

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

**I.3) Communication**

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

<https://in-tendhost.co.uk/britishcouncil.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/britishcouncil.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**

Other activity

Registered Charity

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

UK\_252 - 2024 - Creative Design Services Framework

Reference number

BC/03489

#### II.1.2) Main CPV code

- 79415200 - Design consultancy services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The British Council is looking to setup a framework agreement for 2 years fixed term with a potential to extend for a further 1 year after for its design requirements. We expect to award a framework agreement to up to Suppliers. We are looking for creative agencies to work with us to deliver high quality creative projects across a range of media. Services that will be required but not limited to:• Visual conception, execution, and guidance• Art direction and photography commissioning• Digital and print design and artwork including editable templates• Social media graphics for all social media channels • Creation of editable templates on Canva• Presentations • Static and video content for digital campaigns (occasional)• Exhibition and experiential design• Motion design and animation (occasional)• Illustration (occasional)• Information design and data visualisation• Limited copywriting and proof-reading

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 79415200 - Design consultancy services
- 79340000 - Advertising and marketing services

- 79342000 - Marketing services
- 79822500 - Graphic design services

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

NUTS codes

- UK - United Kingdom

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

The British Council is looking to setup a framework agreement for 2 years fixed term with a potential to extend for a further 1 year after for its design requirements. We expect to award a framework agreement to up to Suppliers. We are looking for creative agencies to work with us to deliver high quality creative projects across a range of media. Services that will be required but not limited to:

- Visual conception, execution, and guidance
- Art direction and photography commissioning
- Digital and print design and artwork including editable templates
- Social media graphics for all social media channels
- Creation of editable templates on Canva
- Presentations
- Static and video content for digital campaigns (occasional)
- Exhibition and experiential design
- Motion design and animation (occasional)
- Illustration (occasional)
- Information design and data visualisation
- Limited copywriting and proof-reading

### **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 contract is for 2 years with an option to extend for a further 12 months.

### **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: No

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

Estimated Framework Value: £1,500,000 - £2,000,000

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

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

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

In accordance with Regulations 57, 58 and 60 of the Public Contracts Regulations 2015, applicants will be assessed in accordance with the Public Contract Regulations 2015, on the basis of information provided in response to the Selection Questionnaire.

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## **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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 6

In the case of framework agreements, provide justification for any duration exceeding 4

years:

N/A

#### **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

12 July 2024

Local time

12:00pm

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

English

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

Date

12 July 2024

Local time

12:15pm

Place

British Council

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.3) Additional information**

Suppliers who wish to express an interest and take part in the tender process will be required to register on our e-Tendering portal In-Tend hosted at <https://in-tendhost.co.uk/britishcouncil>. Once registered, bidders must log-in to the website where they can view the project and access the bidders pack and submit their return. Bidders will also be required to demonstrate their capability and `means of proof` will be required. These conditions are outlined in the ITT.

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

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

The High Court of Justice

Royal Courts of Justice, Strand

London

WC2A 2LL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The contracting authority will operate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers to provide time for unsuccessful tenderers to challenge the award decision before the contract is entered into. Unsuccessful tenderers shall be notified by the contracting authority as soon as possible after the decision is made as to the reasons why they were unsuccessful. The Public Contracts Regulations 2015 provide that aggrieved parties who have been harmed, or are at risk of harm, by breach of the rules are to take action in the High Court (England, Wales and Northern Ireland).