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Contract

Creative Agency Services

University of Sunderland

F03: Contract award notice

Notice identifier: 2022/S 000-017592

Procurement identifier (OCID): ocds-h6vhtk-0316bd

Published 28 June 2022, 10:40am

Section I: Contracting authority

I.1) Name and addresses

University of Sunderland

3rd Floor Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Contact

A Brook

Email

tenders@sunderland.ac.uk

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

www.sunderland.ac.uk

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

Creative Agency Services

Reference number

UOS/Creative Agency Services/0122

II.1.2) Main CPV code

- 79415200 - Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

AwardedThe University of Sunderland and its subsidiaries would like to invite tenderers to provide Creative Agency Services, the successful supplier will help the University promote its 'life changing' brand and 'career-focused' and 'professions-facing' courses to a global audience in a highly competitive and regulated market.Working with the University of Sunderland and its subsidiaries commencing approximately July 2022, the tender is for a period of 3 years' with the option to extend for 2 years (in 12 monthly increments). The

overall contract value is estimated at GBP £1,100,000 (excluding VAT) over 5 years' (the maximum contract length) i.e. GBP £200,000 per annum approximately (excluding VAT where applicable) but with an additional sum in the first year - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services
- 79342000 - Marketing services
- 79341400 - Advertising campaign services
- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland
- UKI4 - Inner London – East

Main site or place of performance

Sunderland, Tyne & Wear, North East of England, Canary Wharf, London, and Hong Kong

II.2.4) Description of the procurement

AwardedThe University of Sunderland and its subsidiaries would like to invite tenderers to provide Creative Agency Services, the successful supplier will help the University promote its 'life changing' brand and 'career-focused' and 'professions-facing' courses to a global audience in a highly competitive and regulated market. Working with the University of Sunderland and its subsidiaries commencing approximately July 2022, the tender is for

a period of 3 years' with the option to extend for 2 years (in 12 monthly increments). The overall contract value is estimated at GBP £1,100,000 (excluding VAT) over 5 years' (the maximum contract length) i.e. GBP £200,000 per annum approximately (excluding VAT where applicable) but with an additional sum in the first year - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award. Expressions of interest and tender documents are available via In-Tend <https://in-tendhost.co.uk/universityofsunderland/asp/HomeNote> closing date for return of tenders and documents is 12 noon - Thursday 17th March 2022

II.2.5) Award criteria

Quality criterion - Name: Qualitative / Weighting: 60

Price - Weighting: 40%

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 the EU

II.2.14) Additional information

Any commissions under this contract or framework maybe subject to external funding from bodies such as DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful suppliers will be expected to work with the University on any funding applications where appropriate. This list of funding bodies is not exhaustive

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-004130](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 May 2022

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 14

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

V.2.3) Name and address of the contractor

Jaywing PLC

Albert Works, 71 Sidney Street, Sheffield, S1 4RG

Sheffield

S1 4RG

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

05935923

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,200,000

Total value of the contract/lot: £2,200,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Sunderland

3rd floor, Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

tenders@sunderland.ac.uk

Country

United Kingdom

Internet address

www.sunderland.ac.uk

VI.4.2) Body responsible for mediation procedures

University of Sunderland

Legal Services, 4th Floor, Edinburgh Building

Sunderland

SR1 3SD

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

University of Sunderland

Legal Services, 4th Floor, Edinburgh Building

Sunderland

SR1 3SD

Country

United Kingdom