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Contract

Provision of Creative Services

Nottingham Trent University (NTU)

F03: Contract award notice

Notice identifier: 2025/S 000-018326

Procurement identifier (OCID): ocds-h6vhtk-047afb

Published 1 May 2025, 11:21am

Section I: Contracting authority

I.1) Name and addresses

Nottingham Trent University (NTU)

50 Shakespeare Street

Nottingham

NG1 4FQ

Contact

Dean Scaife

Email

dean.scaife@ntu.ac.uk

Telephone

+44 1158482921

Country

United Kingdom

Region code

UKF14 - Nottingham

National registration number

GB 277399933

Internet address(es)

Main address

www.ntu.ac.uk

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/128806>

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

Provision of Creative Services

Reference number

NTU/24/2532/OK

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The Framework for the Provision of Creative Services, the roster of professional creatives that will have both print and digital expertise and the capabilities of delivering the scope of creative services across all mediums. University's creative requirements will cover differing media and mixed complexity, which will be of varied length, involvement and of financial value.

Lot 1: Campaign, Brand and Creative Strategy

Lot 2: Graphic Design Services

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,700,000

II.2) Description

II.2.1) Title

Campaign, Brand and Creative Strategy

Lot No

1

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKF14 - Nottingham

II.2.4) Description of the procurement

The Framework for the Provision of Creative Services, the University is seeking to appoint a roster of professional creatives that will have both print and digital expertise and the capabilities of delivering the scope of creative services across all mediums. University's creative requirements will cover differing media and mixed complexity, which will be of varied length, involvement and of financial value. The roster of Suppliers awarded onto the Framework shall share their expertise with NTU Marketing, the wider University, and with other Suppliers on the Framework, for a strong working partnership and delivering more improved and efficient creative services. The Suppliers shall be proficient in the use of and have relevant licences for Adobe Creative Cloud.

The University is seeking to identify and appoint a roster of Suppliers on the Framework Agreement; the description below outlines the scope of requirements for each of the Lots on the Framework .

Lot 1: Campaign, Brand and Creative Strategy:-

To lead on the supply of strategy and brand development, creative campaigns for all online and offline channels.

End-to-end 360 creative campaign delivery; from constructing a project brief and providing a creative solution.

Delivery of photography and videography capture and editing services as required for the delivery of a 360 creative campaign.

II.2.5) Award criteria

Quality criterion - Name: Technical Capability / Weighting: 45%

Quality criterion - Name: Service Delivery / Weighting: 15%

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: No

II.2.14) Additional information

Framework agreement awarded for 2 years plus 2 x 12 month extensions.

II.2) Description

II.2.1) Title

Graphic Design Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKF14 - Nottingham

II.2.4) Description of the procurement

The Framework for the Provision of Creative Services, the University is seeking to appoint a roster of professional creatives that will have both print and digital expertise and the capabilities of delivering the scope of creative services across all mediums. University's creative requirements will cover differing media and mixed complexity, which will be of varied length, involvement and of financial value. The roster of Suppliers awarded onto the Framework shall share their expertise with NTU Marketing, the wider University, and with other Suppliers on the Framework, for a strong working partnership and delivering

more improved and efficient creative services. The Suppliers shall be proficient in the use of and have relevant licences for Adobe Creative Cloud.

The University is seeking to identify and appoint a roster of Suppliers on the Framework Agreement; the description below outlines the scope of requirements for each of the Lots on the Framework .

Lot 2: Graphic Design Services:-

Supply of standalone graphic design across all mediums providing animation, illustrations, photo, video, copy editing, creating new artwork and editing existing artwork based on NTU's brand guidelines and brief.

II.2.5) Award criteria

Quality criterion - Name: Technical Capability / Weighting: 45%

Quality criterion - Name: Service Delivery / Weighting: 15%

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: No

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

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: [2024/S 000-020559](#)

Section V. Award of contract

Contract No

1

Lot No

2

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

AGNE Ltd t/a Alphagraphics

8-9 Vanguard Court, Preston Farm Ind Est

Stockton on Tees

TS18 3TR

Email

p.chapman@alphagraphics.co.uk

Country

United Kingdom

NUTS code

- UKC11 - Hartlepool and Stockton-on-Tees

National registration number

Alphagraphics

The contractor is an SME

Yes

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

Total value of the contract/lot: £625,000

Section V. Award of contract

Contract No

2

Lot No

1

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

Big Brand Ideas Limited

6th Floor Manchester House, 86 Princess Street

Manchester

M1 6NG

Email

tristan.morris@trunkbbi.com

Country

United Kingdom

NUTS code

- UKD33 - Manchester

National registration number

07659739

The contractor is an SME

Yes

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

Total value of the contract/lot: £791,667

Section V. Award of contract

Contract No

3

Lot No

2

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

One Studio

37 Abingdon Drive

Nottingham

NG11 6FX

Email

natalie@weareonestudio.co.uk

Country

United Kingdom

NUTS code

- UKF14 - Nottingham

National registration number

09341778

The contractor is an SME

Yes

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

Total value of the contract/lot: £625,000

Section V. Award of contract

Contract No

4

Lot No

1

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

Open Agency

25 Horsell Road

London

N51XL

Email

james@openagency.com

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

National registration number

769 0359 94

The contractor is an SME

Yes

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

Total value of the contract/lot: £791,667

Section V. Award of contract

Contract No

5

Lot No

2

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

Stocks Taylor Benson Limited

1 Grove Court, Grove Park

Leicester

LE19 1SA

Email

gillian@stbgraphicdesigners.com

Country

United Kingdom

NUTS code

- UKF21 - Leicester

National registration number

2215101

The contractor is an SME

Yes

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

Total value of the contract/lot: £625,000

Section V. Award of contract

Contract No

6

Lot No

1

Title

Provision of Creative Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 May 2025

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

Waterfall Manchester Limited

Waterfall, 10.27, Blue Tower, MediaCity

Salford

M50 2ST

Email

andrea@waterfall.agency

Country

United Kingdom

NUTS code

- UKD33 - Manchester

National registration number

10932448

The contractor is an SME

Yes

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

Total value of the contract/lot: £791,667

Section VI. Complementary information

VI.3) Additional information

Lot 1 - Big Brand Ideas, Open Agency and Waterfall Manchester.

Lot 2 - AGNA T/A AlphaGraphics, Stocks Taylor Benson and We Are One Studio TA One Studio.

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom