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Tender

## **Provision of Creative Services**

Nottingham Trent University (NTU)

F02: Contract notice

Notice identifier: 2024/S 000-020559

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

Published 5 July 2024, 11:49am

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

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

Nottingham Trent University (NTU)

50 Shakespeare Street

Nottingham

NG1 4FQ

#### **Contact**

Omeshika Kaggodaarachchi

#### **Email**

[omeshika.kaggodaarachchi@ntu.ac.uk](mailto:omeshika.kaggodaarachchi@ntu.ac.uk)

#### **Telephone**

+44 1158482269

#### **Country**

United Kingdom

**Region code**

UKF14 - Nottingham

**National registration number**

GB 277399933

**Internet address(es)**

Main address

[www.ntu.ac.uk](http://www.ntu.ac.uk)

Buyer's address

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

**I.3) Communication**

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

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=83420&B=NTU](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=83420&B=NTU)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=83420&B=NTU](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=83420&B=NTU)

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=83420&B=NTU](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=83420&B=NTU)

**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**

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.1.5) Estimated total value**

Value excluding VAT: £1,416,666.70

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **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**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Value excluding VAT: £791,666.67

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

2 years + 1 year + 1 year

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 10

#### **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) 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**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6) Estimated value**

Value excluding VAT: £625,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

2 years + 1 year + 1 year

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 15

**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

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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**

Restricted 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: 13

#### **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

9 August 2024

Local time

12:00pm

**IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

27 September 2024

**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**

Duration in months: 2 (from the date stated for receipt of tender)

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4 years

**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