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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

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Telephone

+44 1158482269

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.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlentrance_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/rwlentrance_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/rwlentrance_s.asp?PID=83420&B=NTU

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.1.5) 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

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

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)

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