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Tender

LUV00992 - The provision of Marketing Services

University of Leicester

F02: Contract notice

Notice identifier: 2022/S 000-021314

Procurement identifier (OCID): ocds-h6vhtk-0358ab

Published 3 August 2022, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

University of Leicester

University Road

Leicester

LE1 7RH

Contact

Stewart Brewer

Email

sab88@le.ac.uk

Telephone

+44 1162522058

Country

United Kingdom

NUTS code

UKF21 - Leicester

National registration number

RC00659

Internet address(es)

Main address

<https://universityofleicester.delta-esourcing.com/>

Buyer's address

www.le.ac.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Leicester:-Marketing-services./K2WH6F5H59>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-Leicester:-Marketing-services./K2WH6F5H59>

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

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

LUV00992 - The provision of Marketing Services

Reference number

LUV00992

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Marketing and Communications Office at the University of Leicester consists of the Marketing, Digital Engagement and Communications teams.

We are seeking to establish a framework of competent suppliers for the following services:

Lot 1: Video/TV Shoots and Photography

Lot 2: Creative/Design/Campaigns

The aim is to establish a non-exclusive framework of suppliers for each lot that can be called upon to deliver services as described in Section 3 of the ITT.

The proposed term of the framework agreement is for up to four years, reviewed annually.

II.1.5) Estimated total value

Value excluding VAT: £1,250,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1: Video/TV Shoots and Photography

Lot 2: Creative/Design/Campaigns

II.2) Description

II.2.1) Title

Lot 1: Video/TV Shoots and Photography

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 22315000 - Photographs
- 79960000 - Photographic and ancillary services
- 79961000 - Photographic services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 79961350 - Studio photography services
- 92100000 - Motion picture and video services
- 92110000 - Motion picture and video tape production and related services
- 92111000 - Motion picture and video production services
- 92111200 - Advertising, propaganda and information film and video-tape production
- 64228100 - Television broadcast transmission services
- 92220000 - Television services

II.2.3) Place of performance

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

II.2.4) Description of the procurement

Video/TV Shoots and Photography for the University of Leicester

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: £250,000

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

Duration in months

48

This contract is subject to renewal

No

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: Yes

Identification of the project

Some projects may be partly, or fully funded by a European Regional Development Fund (ERDF) grant award / ESIF (European Structural Investment Funds) and ERDF (European Regional Development Fund).

II.2.14) Additional information

N/A

II.2) Description

II.2.1) Title

Lot 2: Creative/Design/Campaigns

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

II.2.4) Description of the procurement

Creative/Design/Campaign services for the University of Leicester

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: £1,000,000

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

Duration in months

48

This contract is subject to renewal

No

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: Yes

Identification of the project

Some projects may be partly, or fully funded by a European Regional Development Fund (ERDF) grant award / ESIF (European Structural Investment Funds) and ERDF (European Regional Development Fund).

II.2.14) Additional information

N/A

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

N/A

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

N/A

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

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

5 September 2022

Local time

12:00pm

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

5 September 2022

Local time

12:00pm

Place

Leicester

Information about authorised persons and opening procedure

University of Leicester Procurement Unit

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://universityofleicester.delta-esourcing.com/tenders/UK-UK-Leicester:-Marketing-services./K2WH6F5H59>

To respond to this opportunity, please click here:

<https://universityofleicester.delta-esourcing.com/respond/K2WH6F5H59>

GO Reference: GO-202283-PRO-20723537

VI.4) Procedures for review

VI.4.1) Review body

University of Leicester

University Road

Leicester

LE1 7RH

Email

procurement@le.ac.uk

Telephone

+44 1162525205

Country

United Kingdom

Internet address

<https://le.ac.uk/>

VI.4.2) Body responsible for mediation procedures

University of Leicester

University Road

Leicester

LE1 7RH

Email

procurement@le.ac.uk

Telephone

+116 2525205

Country

United Kingdom

Internet address

<https://le.ac.uk/>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

In accordance with Regulations 86 and 87 of the Public Contracts Regulations 2015, the University will incorporate a 10 calendar days standstill period starting from the day information on the award of the contract was communicated to tenderers. The regulations provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

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

University of Leicester

University Road

Leicester

LE1 7RH

Email

procurement@le.ac.uk

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+44 1162525205

Fax

+44 1162522058

Country

United Kingdom

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