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Tender

Design, Creative & Associated Services - University of Aberdeen

University of Aberdeen

F02: Contract notice

Notice identifier: 2022/S 000-021531

Procurement identifier (OCID): ocids-h6vhtk-035941

Published 5 August 2022, 11:27am

Section I: Contracting authority

I.1) Name and addresses

University of Aberdeen

University Office, King's College

Aberdeen

AB24 3FX

Email

e-sourcing@abdn.ac.uk

Country

United Kingdom

NUTS code

UKM50 - Aberdeen City and Aberdeenshire

Internet address(es)

Main address

<http://www.abdn.ac.uk/procurement>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00102

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

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

Design, Creative & Associated Services - University of Aberdeen

Reference number

AU22/19

II.1.2) Main CPV code

- 79415200 - Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

It is the intention of the University to establish a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand- related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

II.2.4) Description of the procurement

It is the intention of the University to establish a ranked framework agreement with a maximum of (3) three agencies to work with the University's marketing team on all the major creative campaigns, design of publications and associated online and offline collateral for the University's key student recruitment and brand- related objectives including phase three of the current brand refinement project as detailed in ITT documentation.

II.2.5) Award criteria

Quality criterion - Name: Creativity / Ideas / Weighting: 30

Quality criterion - Name: Project Management / Weighting: 15

Quality criterion - Name: Relevant HE experiences targeted at prospective students / Weighting: 5

Quality criterion - Name: Added value / Weighting: 5

Quality criterion - Name: Presentation / Weighting: 15

Price - Weighting: 30

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

It is anticipated that the Framework agreement will be effective from 1st October for an initial period of 2 years with the option to extend for two (2) further periods, each of 12 months subject to satisfactory annual review and mutual agreement.

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

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

Envisaged maximum number of participants to the framework agreement: 3

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

IV.2.7) Conditions for opening of tenders

Date

5 September 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 22020.
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:702471)

VI.4) Procedures for review

VI.4.1) Review body

Aberdeen Sheriff Court

Aberdeen

Country

United Kingdom