

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/021614-2021>

Tender

2021/228 - University Brand tender

University of Leeds

F02: Contract notice

Notice identifier: 2021/S 000-021614

Procurement identifier (OCID): ocds-h6vhtk-02dbdd

Published 1 September 2021, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Email

s.bibi1@leeds.ac.uk

Telephone

+44 1133433798

Country

United Kingdom

NUTS code

UKE42 - Leeds

Internet address(es)

Main address

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

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

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

Additional information can be obtained from the above-mentioned address

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

2021/228 - University Brand tender

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking for an agency partner to help create a new brand proposition. We are looking for an agency with (eg): Strategic expertise in brand development and positioning in a range of environments / industries; Experienced at building and uniting communities/teams across an organisation to get behind a common brand; Managed brand in complex organisations; Ability to design and execute new brand guidelines; Experienced at working within a system of complex stakeholders and building excellent working relations with senior leadership teams.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

We are looking for an agency partner to help create a new brand proposition. We are looking for an agency with (eg): Strategic expertise in brand development and positioning in a range of environments / industries; Experienced at building and uniting communities/teams across an organisation to get behind a common brand; Managed brand in complex organisations; Ability to design and execute new brand guidelines; Experienced at working within a system of complex stakeholders and building excellent working relations with senior leadership teams.

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: £200,000

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

Duration in months

18

This contract is subject to renewal

Yes

Description of renewals

TBC

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

Envisaged minimum number: 3

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.2.14) Additional information

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/EJ2GP8AZSA>

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

Competitive procedure with negotiation

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

6 October 2021

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

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

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

<https://neupc.delta-esourcing.com/tenders/UK-UK-Leeds:-Marketing-services./EJ2GP8AZSA>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/EJ2GP8AZSA>

GO Reference: GO-202191-PRO-18836201

VI.4) Procedures for review

VI.4.1) Review body

University of Leeds

Purchasing Office, 1 - 3 Lifton Villas, Lifton Place

Leeds

LS2 9JZ

Telephone

+44 1133433798

Country

United Kingdom