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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](mailto: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

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**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>

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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**

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)

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## **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