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Contract

Student Creative Agency

University of Sunderland

F03: Contract award notice

Notice identifier: 2023/S 000-021652

Procurement identifier (OCID): ocds-h6vhtk-03cd86

Published 26 July 2023, 1:34pm

Section I: Contracting authority

I.1) Name and addresses

University of Sunderland

Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

tenders@sunderland.ac.uk

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

<https://in-tendhost.co.uk/universityofsunderland.aspx/>

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

Student Creative Agency

Reference number

UoS/Student Creative Agency/0523

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Awarded The University of Sunderland's Faculty of Arts and Creative Industries is seeking proposals from organisations with relevant proven experience and expertise to partner in the delivery of a commercial creative agency for its students. The purpose of this partnership is to provide students with the opportunity to gain hands-on, authentic experience in delivering creative projects for paying clients, to develop their skills, and to prepare them for their future careers. The contract is expected to commence 1st August 2023 to 31st July 2026 (with up to 1 year extension taking it to a possible July 2027). The overall contract value is estimated at GBP £164,000 over 4 years' (the maximum contract length) ie GBP £41,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated value, subject to changes to requirements across the University for the

duration of the award

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £164,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

Main site or place of performance

Sunderland, Tyne & Wear, England

II.2.4) Description of the procurement

AwardedThe University of Sunderland's Faculty of Arts & Creative Industries is seeking proposals from organisations with relevant proven experience and expertise to partner in the delivery of a commercial creative agency for its students. The purpose of this partnership is to provide students with the opportunity to gain hands-on, authentic experience in delivering creative projects for paying clients, to develop their skills, and to prepare them for their future careers. The contract is expected to commence 1st August 2023 to 31st July 2026 (with up to 1 year extension taking it to a possible July 2027). The overall contract value is estimated at GBP £164,000 over 4 years' (the maximum contract length) ie GBP £41,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated value, subject to changes to requirements across the University for the duration of the award.Closing date for tender submission is 12 noon Monday 19th June 2023

II.2.5) Award criteria

Quality criterion - Name: Qualitative / Weighting: 60%

Cost criterion - Name: Costs / Weighting: 40%

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

Any commissions under this contract maybe subject to external funding from bodies such as ERDF, DfE, Arts Council, Heritage Lottery Fund, LEP, etc, the list is not exhaustive

II.2.14) Additional information

Any commissions under this contract or framework maybe subject to external funding from bodies such as ERDF, DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful supplier will be expected to work with the University on any funding applications where appropriate. This list of funding bodies is not exhaustive.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-014206](#)

Section V. Award of contract

Title

UoS/Student Creative Agency/0523

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 July 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Creo Communications Limited

8 Foyle Street, Sunnyside

Sunderland

SR1 1LB

Country

United Kingdom

NUTS code

- UKC23 - Sunderland

National registration number

08874366

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £164,000

Total value of the contract/lot: £164,000

Section VI. Complementary information

VI.3) Additional information

Awarded

VI.4) Procedures for review

VI.4.1) Review body

University of Sunderland

Procurement, Planning & Finance, Edinburgh Building, Chester Road

Sunderland

SR! 3SD

Email

tenders@sunderland.ac.uk

Country

United Kingdom

Internet address

www.sunderland.ac.uk

VI.4.2) Body responsible for mediation procedures

Legal and Governance

Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

legal@sunderland.ac.uk

Country

United Kingdom