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Contract

LUV00992 - The provision of Marketing Services

University of Leicester

F03: Contract award notice

Notice identifier: 2023/S 000-023454

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

Published 10 August 2023, 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

Region 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.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.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,250,000

II.2) Description

II.2.1) Title

Video/TV Shoots and Photography

Lot No

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

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

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

Creative/Design/Campaigns

Lot No

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

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 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: [2022/S 000-021314](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Video/TV Shoots and Photography

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 August 2023

V.2.2) Information about tenders

Number of tenders received: 34

Number of tenders received from SMEs: 30

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: 34

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Cande Group Ltd

S07 Atkins Building, Lower Bond Street, Hinckley Leicestershire

Leicester

LE10 1QU

Country

United Kingdom

NUTS code

- UKF21 - Leicester

National registration number

12246542

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Dynamite Productions LTD

28 Marshall Street,

Nottingham,

NG5 4AF

Country

United Kingdom

NUTS code

- UKF14 - Nottingham

National registration number

05761722

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Feel Good Films Limited

7 East Pallant,

Chichester, West Sussex,

PO19 1TR

Country

United Kingdom

NUTS code

- UKJ27 - West Sussex (South West)

National registration number

12806602

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

JonesMillbank Limited

4 Temple Studios,

Bristol,

BS1 6QA

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

07538551

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Up the Bracket Media Ltd

6 Imperial Road,, Kibworth

Leicester,

LE8 0HR

Country

United Kingdom

NUTS code

- UKF21 - Leicester

National registration number

08537152

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

PS London Ltd

Angel Wharf,, 53 Eagle Wharf Road,

London

N1 7ER

Country

United Kingdom

NUTS code

- UKI - London

National registration number

06333961

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Skylark Media

New Barn Lodge,, Norton Lane,, Whitchurch,

Bristol

BS14 0BU

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

05446048

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Waterfall Manchester Ltd

39 Skull House Lane,, Appley Bridge,

Wigan

WN6 9DR

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

National registration number

10932448

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: £250,000

Total value of the contract/lot: £250,000

Section V. Award of contract

Contract No

2

Lot No

2

Title

Lot 2: Creative/Design/Campaigns

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 August 2023

V.2.2) Information about tenders

Number of tenders received: 32

Number of tenders received from SMEs: 31

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: 32

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Bell Integrated Communications Ltd

30 Newman Street,

London,

W1T 1PT

Country

United Kingdom

NUTS code

- UKI - London

National registration number

07563473

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Creative Triangle Limited

150, Upper New Walk,

Leicester,

LE1 7QA

Country

United Kingdom

NUTS code

- UKF21 - Leicester

National registration number

05961904

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Hybrid News Limited (Hybrid)

46-48 Charlotte Street,

Bristol,

BS1 4HX

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

06993551

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Jack Renwick Studio Ltd

71-75 Shelton Street,, Covent Garden,

London

WC2H 9JQ

Country

United Kingdom

NUTS code

- UKI - London

National registration number

07914753

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

McCann Erickson Central Ltd

Highlands Rd, Shirley

Solihull

B90 4WE

Country

United Kingdom

NUTS code

- UKG32 - Solihull

National registration number

01983874

The contractor is an SME

No

V.2.3) Name and address of the contractor

Morton Ward Ltd

12a Timber Bush

Edinburgh,

EH6 6QH

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

National registration number

SC235186

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

SMRS LTD

2 Express, 3 George Leigh Street

Manchester

M4 6BD

Country

United Kingdom

NUTS code

- UKD33 - Manchester

National registration number

14110235

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Thompson Brand Partners Ltd

The Old Stables, Springwood Gardens

Leeds

LS8 2QB

Country

United Kingdom

NUTS code

- UKE42 - Leeds

National registration number

03745303

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Waterfall Manchester Ltd

39 Skull House Lane,, Appley Bridge,

Wigan

WN6 9DR

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

National registration number

10932448

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whistlejacket London Limited

The Charlotte Building,, 6th Floor,, 17 Gresse Street

London

W1T 1QL

Country

United Kingdom

NUTS code

- UKI - London

National registration number

09021526

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: £1,000,000

Total value of the contract/lot: £1,000,000

Section VI. Complementary information

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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=801038688>

GO Reference: GO-2023810-PRO-23616994

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

Telephone

+44 1162525205

Fax

+44 1162522058

Country

United Kingdom

Internet address

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

