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Contract

LUV00992 - The provision of Marketing Services

University of Leicester

F03: Contract award notice

Notice identifier: 2023/S 000-023455

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

Dynomite 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
Up the Bracket Media Ltd 6 Imperial Road,, Kibworth
·
6 Imperial Road,, Kibworth
6 Imperial Road,, Kibworth Leicester,
6 Imperial Road,, Kibworth Leicester, LE8 0HR
6 Imperial Road,, Kibworth Leicester, LE8 0HR Country
6 Imperial Road,, Kibworth Leicester, LE8 0HR Country United Kingdom
6 Imperial Road,, Kibworth Leicester, LE8 0HR Country United Kingdom NUTS code
6 Imperial Road,, Kibworth Leicester, LE8 0HR Country United Kingdom NUTS code • UKF21 - Leicester

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
V.2.3) Name and address of the contractor Jack Renwick Studio Ltd
·
Jack Renwick Studio Ltd
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden,
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden, London
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden, London WC2H 9JQ
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden, London WC2H 9JQ Country
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden, London WC2H 9JQ Country United Kingdom
Jack Renwick Studio Ltd 71-75 Shelton Street,, Covent Garden, London WC2H 9JQ Country United Kingdom NUTS code

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

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

• UKM75 - Edinburgh, City of

National registration number

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

V.2.3) Name and address of the contractor

Whistlejacket London Limited

Yes

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-23616996

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

Country

+116 2525205

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/