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Contract

## **Branding and graphic design**

Dudley College of Technology

F03: Contract award notice

Notice identifier: 2022/S 000-023660

Procurement identifier (OCID): ocds-h6vhtk-0323bf

Published 24 August 2022, 3:51pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Dudley College of Technology

The Broadway

Dudley

DY1 4AS

#### **Email**

[andrew.woodford@dudleycol.ac.uk](mailto:andrew.woodford@dudleycol.ac.uk)

#### **Telephone**

+44 1384363702

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

<http://www.dudleycol.ac.uk/>

Buyer's address

<http://www.dudleycol.ac.uk/>

**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**

Branding and graphic design

Reference number

CA10189 - DCT2122001

#### **II.1.2) Main CPV code**

- 79822500 - Graphic design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Dudley College of Technology is looking to appoint a branding and graphic design agency or full-service agency who can deliver the branding and graphic design requirement as a stand-alone service.

#### **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: £29

### **II.2) Description**

#### **II.2.1) Title**

Lot 1 - Dudley College of Technology and Dudley Sixth brand and design

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79822500 - Graphic design services

### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

West Midlands

### **II.2.4) Description of the procurement**

<https://www.dudleycol.ac.uk/>

<https://dudleysixth.co.uk/>

### **II.2.5) Award criteria**

Quality criterion - Name: Weightings as per the tender document / Weighting: 60.00%

Price - Weighting: 40.00%

### **II.2.11) Information about options**

Options: Yes

Description of options

60 month(s) from the commencement date, with 36 initial month(s) and option to extend 2x12 month(s)

### **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) Description**

### **II.2.1) Title**

Lot 2 - Black Country & Marches Institute of Technology brand and design

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79822500 - Graphic design services

### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

West Midlands

### **II.2.4) Description of the procurement**

Black Country & Marches Institute of Technology brand and design

### **II.2.5) Award criteria**

Quality criterion - Name: Weightings as per the tender document / Weighting: 60.00%

Price - Weighting: 40.00%

### **II.2.11) Information about options**

Options: Yes

Description of options

60 month(s) from the commencement date, with 36 initial month(s) and option to extend 2x12 month(s)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

---

## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-007461](#)

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## **Section V. Award of contract**

### **Contract No**

CA10189

### **Lot No**

1

### **Title**

Lot 1 - Dudley College of Technology and Dudley Sixth brand and design

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

24 August 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 15

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

#### **V.2.3) Name and address of the contractor**

OMNIS INTELLIGENCE LIMITED

Courtwood House, Silver Street Head

SHEFFIELD

S1 2DD

Email

[andy.newland@omnisintel.co.uk](mailto:andy.newland@omnisintel.co.uk)

Telephone

+44 1422849600

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.omnisintel.co.uk/privacy-policy](http://www.omnisintel.co.uk/privacy-policy)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

MATRIX GRAPHICS LIMITED

1.05b , Assay Studios

BIRMINGHAM

B3 1SF

Email

[mark.harknett@matrix.co.uk](mailto:mark.harknett@matrix.co.uk)

Telephone

+44 7990518923

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address



[www.matrix.co.uk](http://www.matrix.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

OPTIMA GRAPHIC DESIGN CONSULTANTS LIMITED

37 Broadgate ,

LINCOLN

LN2 5AE

Email

[daniel@optimadesign.co.uk](mailto:daniel@optimadesign.co.uk)

Telephone

+44 1522522773

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.optimadesign.co.uk](http://www.optimadesign.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Happy Giraffe Ltd

Sandford House, 6 & 7 Lower High Street

Stourbridge

DY8 1TE

Email

[kerry@happy-giraffe.com](mailto:kerry@happy-giraffe.com)

Telephone

+44 1384394582

Fax

+44 1384394582

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<http://www.happy-giraffe.com/>

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

OAKLEY WILKINSON BRYAN LIMITED

Grosvenor House, 11 St Paul's Square,

BIRMINGHAM

B3 1RB

Email

[hello@owb.uk.com](mailto:hello@owb.uk.com)

Telephone

+44 1217666571

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.owb.uk.com](http://www.owb.uk.com)

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Thrive

14 John Bradshaw Court,

Congleton

CW12 1LB

Email

[s.mitchelhill@wethrive.agency](mailto:s.mitchelhill@wethrive.agency)

Telephone

+44 1260281546

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.thrive-creative.co.uk](http://www.thrive-creative.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DIGITAL GLUE LIMITED

Digital Glue, The Arch

BIRMINGHAM

B5 5SL

Email

[jonathan@digitalglue.agency](mailto:jonathan@digitalglue.agency)

Telephone

+44 1213990065

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.digitalglue.agency](http://www.digitalglue.agency)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DEVICLEVER LIMITED

Unit 1 Ninian Park, Ninian Way

TAMWORTH

B77 5ES

Email

[chris@devclever.co.uk](mailto:chris@devclever.co.uk)

Telephone

+44 3300582922

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.devclever.co.uk](http://www.devclever.co.uk)

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

THE SNAP AGENCY LTD

210 The Base, Dallam Ln,

Warrington

WA2 7NG

Email

[barry@thesnapagency.com](mailto:barry@thesnapagency.com)

Telephone

+44 1925321326

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.thesnapagency.com](http://www.thesnapagency.com)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

PRINT DATA SOLUTIONS LIMITED

12 Regent Park, Booth Drive

WELLINGBOROUGH

NN8 6GR

Email

[info@printdatasolutions.co.uk](mailto:info@printdatasolutions.co.uk)

Telephone

+44 1933672150

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.printdatasolutions.co.uk](http://www.printdatasolutions.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Worthers

Hullo Creative, The Long Barn 2 Folly Fa, Clevedon Road, Tickenham

Clevedon

BS21 6RY

Email

[team@hullocreative.com](mailto:team@hullocreative.com)

Telephone

+44 1275595700

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.hullocreative.com](http://www.hullocreative.com)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Simply Zesty UK Limited

Simply Zesty, Level 7 City Quays 2, Clarendon Road

Belfast

BT1 3FD

Email

[rfp@simplyzesty.com](mailto:rfp@simplyzesty.com)

Telephone

+44 2890436655

Fax

+44 2890334044

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.simplyzesty.com](http://www.simplyzesty.com)

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Altadicta

7 St. James Road,

Surbiton

KT6 4qh

Email

[rafe@altadicta.co.uk](mailto:rafe@altadicta.co.uk)



Telephone

+44 7515759172

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.altadicta.co.uk/>

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

TRUE CREATIVE STUDIO LIMITED

2 Straits Green, The Straits

Dudley

DY3 3EP

Email

[hello@wearetrue.studio](mailto:hello@wearetrue.studio)

Telephone

+44 7702676137

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.wearetrue.studio](http://www.wearetrue.studio)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DESIGN BY COUNTRY LIMITED

28 woodside drive,

SHREWSBURY

SY3 9BW

Email

[hello@designbycountry.com](mailto:hello@designbycountry.com)

Telephone

+44 7481109727

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.designbycountry.com](http://www.designbycountry.com)

The contractor is an SME

No

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

Total value of the contract/lot: £15

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## **Section V. Award of contract**

### **Contract No**

CA10189

### **Lot No**

2

### **Title**

Lot 2 - Black Country & Marches Institute of Technology brand and design

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

24 August 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 14

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

#### **V.2.3) Name and address of the contractor**

Thrive

14 John Bradshaw Court,

Congleton

CW12 1LB

Email

[s.mitchelhill@wethrive.agency](mailto:s.mitchelhill@wethrive.agency)

Telephone

+44 1260281546

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.thrive-creative.co.uk](http://www.thrive-creative.co.uk)

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Altadicta

7 St. James Road,

Surbiton

KT6 4qh

Email

[rafe@altadicta.co.uk](mailto:rafe@altadicta.co.uk)

Telephone

+44 7515759172

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.altadicta.co.uk/>

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DIGITAL GLUE LIMITED

Digital Glue, The Arch

BIRMINGHAM

B5 5SL

Email

[jonathan@digitalglue.agency](mailto:jonathan@digitalglue.agency)

Telephone

+44 1213990065

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.digitalglue.agency](http://www.digitalglue.agency)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

OAKLEY WILKINSON BRYAN LIMITED

Grosvenor House, 11 St Paul's Square,

BIRMINGHAM

B3 1RB

Email

[hello@owb.uk.com](mailto:hello@owb.uk.com)

Telephone

+44 1217666571

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.owb.uk.com](http://www.owb.uk.com)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

TRUE CREATIVE STUDIO LIMITED

2 Straits Green, The Straits

Dudley

DY3 3EP

Email

[hello@wearetrue.studio](mailto:hello@wearetrue.studio)

Telephone

+44 7702676137

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.wearetrue.studio](http://www.wearetrue.studio)

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Worthers

Hullo Creative, The Long Barn 2 Folly Fa, Clevedon Road, Tickenham

Clevedon

BS21 6RY

Email

[team@hullocreative.com](mailto:team@hullocreative.com)

Telephone

+44 1275595700

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.hullocreative.com](http://www.hullocreative.com)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

OMNIS INTELLIGENCE LIMITED

Courtwood House, Silver Street Head

SHEFFIELD

S1 2DD

Email

[andy.newland@omnisintel.co.uk](mailto:andy.newland@omnisintel.co.uk)

Telephone

+44 1422849600

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.omnisintel.co.uk/privacy-policy](http://www.omnisintel.co.uk/privacy-policy)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Happy Giraffe Ltd

Sandford House, 6 & 7 Lower High Street

Stourbridge



DY8 1TE

Email

[kerry@happy-giraffe.com](mailto:kerry@happy-giraffe.com)

Telephone

+44 1384394582

Fax

+44 1384394582

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<http://www.happy-giraffe.com/>

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

PRINT DATA SOLUTIONS LIMITED

12 Regent Park, Booth Drive

WELLINGBOROUGH

NN8 6GR

Email

[info@printdatasolutions.co.uk](mailto:info@printdatasolutions.co.uk)

Telephone

+44 1933672150

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.printdatasolutions.co.uk](http://www.printdatasolutions.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DEVCLEVER LIMITED

Unit 1 Ninian Park, Ninian Way

TAMWORTH

B77 5ES

Email

[chris@devclever.co.uk](mailto:chris@devclever.co.uk)

Telephone

+44 3300582922

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.devclever.co.uk](http://www.devclever.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

DESIGN BY COUNTRY LIMITED

28 woodside drive,

SHREWSBURY

SY3 9BW

Email

[hello@designbycountry.com](mailto:hello@designbycountry.com)

Telephone

+44 7481109727

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.designbycountry.com](http://www.designbycountry.com)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

MATRIX GRAPHICS LIMITED

1.05b , Assay Studios

BIRMINGHAM

B3 1SF

Email

[mark.harknett@matrix.co.uk](mailto:mark.harknett@matrix.co.uk)

Telephone

+44 7990518923

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.matrix.co.uk](http://www.matrix.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

OPTIMA GRAPHIC DESIGN CONSULTANTS LIMITED

37 Broadgate ,

LINCOLN

LN2 5AE

Email

[daniel@optimadesign.co.uk](mailto:daniel@optimadesign.co.uk)

Telephone

+44 1522522773

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.optimadesign.co.uk](http://www.optimadesign.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

THE SNAP AGENCY LTD

210 The Base, Dallam Ln,

Warrington

WA2 7NG

Email

[barry@thesnapagency.com](mailto:barry@thesnapagency.com)

Telephone

+44 1925321326

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.thesnapagency.com](http://www.thesnapagency.com)

The contractor is an SME

No

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

Total value of the contract/lot: £14

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Dudley College of Technology

DY1 4AS

DUDLEY

DY1 4AS

Email

[andrew.woodford@dudleycol.ac.uk](mailto:andrew.woodford@dudleycol.ac.uk)

Telephone

+44 1384363702

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Standstill period runs from 9-23 May 2022. Appeals should be directed to the Chief Finance Officer.