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Tender

## **Creative Design Services**

University of Ulster

F02: Contract notice

Notice identifier: 2021/S 000-024269

Procurement identifier (OCID): ocds-h6vhtk-02e63c

Published 29 September 2021, 10:45pm

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

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

University of Ulster

Block X Room X031, Cromore Road

Coleraine

BT52 1SA

#### **Email**

[k.reid1@ulster.ac.uk](mailto:k.reid1@ulster.ac.uk)

#### **Telephone**

+44 2870123750

#### **Country**

United Kingdom

#### **NUTS code**

UKN0 - Northern Ireland

**Internet address(es)**

Main address

[www.ulster.ac.uk](http://www.ulster.ac.uk)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://e-sourcingni.bravosolution.co.uk/web/login.shtml>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://e-sourcingni.bravosolution.co.uk/web/login.shtml>

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

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Creative Design Services

Reference number

project\_26487

#### **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**

The University is seeking to establish a contract with a Contractor to help support the delivery of on-brand communications that bring cohesion across the University's complex structure, clearly communicates its core values and unique proposition, and successfully engages key internal and external stakeholders.

This Creative Design Services contract is for multiple University projects, which can vary in size and scope depending on business area and geographic location. Design and content production for print and digital outputs as well as campaign planning, management and evaluation will be required from the Contractor.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Belfast, Coleraine, Magee and Jordanstown campuses.

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

The University is seeking to establish a contract with a Tenderer to help support the delivery of on-brand communications that bring cohesion across the University's complex structure, clearly communicates its core values and unique proposition, and successfully engages key internal and external stakeholders.

This Creative Services contract is for multiple University projects during the life of the contract, which can vary in size and scope depending on business area and geographic location. The following will be required from the Tenderer.

- Digital assets – including but not limited to - gifs, statics and carousels for social platforms, assets for digital screens, assets for projection screens and out of home media screens, custom QR codes.
- Web design – including but not limited to – front end design that would be hosted on the university platform and systems. This could be for spin off funded projects or specific campaigns.
- Audio-visual production - including but not limited to – filming media events with vox pops and piece to camera, drone work across our campuses, sales tools based on our locations and student testimonials, on location as well as self-filmed editing, documentaries on our legacy work, TV commercials including broadcast clearance.
- Graphic design – including but not limited to – design of look and feel of campaigns, design of cover and spreads of documents such as prospectus, annual review, design of signage interior/exterior, design of window graphics, design of menus and promotional materials.
- Artworking – including but not limited to – text amends, copy and image layout from existing templates, roll out of pages from an approved creative concept, typesetting and colour correction, minor amends to an existing piece of design.

The successful Tenderer will be required to work across various departments and business areas within the university to deliver a comprehensive graphic design service, through all stages from initial concept (where required) to production-ready formats.

#### **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: £730,000

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

It is anticipated the contract will be for two (2) years initially, with an option to extend for any periods up to and including 24 months.

**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**

The anticipated spend on this contract is noted in II.2.6; however, the University cannot give any guarantee as to the future value or volume of business awarded through this contract. The University reserves the right to modify this contract, under Regulation 72(1)(a) of the Public Contract Regulations 2015, in events of higher or lower spend necessitated by unexpected occurrences.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As stated in the procurement documents.

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

1 November 2021

Local time

3:00pm

#### **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: 12 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

1 November 2021

Local time

3:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

BT1 3JY

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into. The Public Contracts Regulations 2015 (as amended) 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 (Northern Ireland).