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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

Telephone

+44 2870123750

Country

United Kingdom

NUTS code

UKN0 - Northern Ireland

Internet address(es)

Main address

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 cores 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 projections 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.

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

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).