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Contract

Creative Services

Creative Services Tender

F03: Contract award notice

Notice identifier: 2023/S 000-024473

Procurement identifier (OCID): ocds-h6vhtk-0391f1

Published 21 August 2023, 11:12am

Section I: Contracting authority

I.1) Name and addresses

Creative Services Tender

University of Hertfordshire Education Corporation MacLaurin Building, 4 Bishops Square

Hatfield

AL10 8NE

Contact

Procurement Department

Email

procurement-professionalservices@herts.ac.uk

Telephone

+44 1707284091

Country

United Kingdom

NUTS code

UKH23 - Hertfordshire

Internet address(es)

Main address

www.herts.ac.uk

Buyer's address

<https://in-tendhost.co.uk/universityofhertfordshire.aspx/Home>

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 Services

Reference number

22024

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract is to provide a full range of creative design and media services to the University of Hertfordshire and its subsidiary companies. This contract will provide the following media services: • Brand development, corporate visual identity, brand architecture and brand consultancy. • Construction and delivery of fully integrated campaigns, including concept development. • Campaign message development. • Graphic Design and Art working and providing input where appropriate to the University in-house studio. • Corporate Publication Development. • Digital and Social Content Development and delivery. • Copywriting and Speech Writing. • Scriptwriting for video and audio advertisements. • Video production design, motion graphics, animation, and creative services. Note: The University has an in-house team, so will use this team for smaller art working services. The contract will be for a maximum of five years. The University of Hertfordshire's Terms and Conditions will apply.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKH23 - Hertfordshire

II.2.4) Description of the procurement

This contract is to provide a full range of creative design and media services to the University of Hertfordshire and its subsidiary companies. This contract will provide the following media services: • Brand development, corporate visual identity, brand architecture and brand consultancy. • Construction and delivery of fully integrated campaigns, including concept development. • Campaign message development. • Graphic Design and Art working and providing input where appropriate to the University in-house studio. • Corporate Publication Development. • Digital and Social Content Development and delivery. • Copywriting and Speech Writing. • Scriptwriting for video and audio advertisements. • Video production design, motion graphics, animation, and creative services. Note: The University has an in-house team, so will use this team for smaller art working services. Contract Duration 5 years.

II.2.5) Award criteria

Price

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: 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 000-035667](#)

Section V. Award of contract

Contract No

1

Title

Creative Services Tender

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 August 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

PS London Ltd

Angel Wharf 53 Eagle Wharf Road London N1 7ER

London

N1 7ER

Country

United Kingdom

NUTS code

- UKI41 - Hackney and Newham

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: £500,000

Total value of the contract/lot: £800,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Crown Commercial Services

Liverpool

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

University of Hertfordshire

De Havilland Campus Mosquito Way

Hatfield

AL10 9EU

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

University of Hertfordshire

De Havilland Campus Mosquito Way

Hatfield

AL10 9EU

Country

United Kingdom