

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/029930-2023>

Tender

Specialist Design Services Framework 2024 - 2028

Bath and North East Somerset Council

F02: Contract notice

Notice identifier: 2023/S 000-029930

Procurement identifier (OCID): ocds-h6vhtk-040af4

Published 11 October 2023, 11:03am

Section I: Contracting authority

I.1) Name and addresses

Bath and North East Somerset Council

Guildhall, High Street

Bath

BA1 5AW

Contact

Ms Charlotte Somers

Email

charlotte_somers@bathnes.gov.uk

Country

United Kingdom

Region code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Internet address(es)

Main address

<http://www.bathnes.gov.uk>

Buyer's address

<http://www.bathnes.gov.uk>

I.3) Communication

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

<https://procontract.due-north.com/Advert/Index?advertId=5304349f-1b68-ee11-8124-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=5304349f-1b68-ee11-8124-005056b64545>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Specialist Design Services Framework 2024 - 2028

Reference number

DN693952

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A multi supplier framework for the provision of specialist graphic design services including marketing campaigns and long term design projects.

This framework is specifically for specialist design work, skills and expertise for larger projects and campaigns that elevates the council's aims, including promoting council objectives and realising future ambitions. It includes complex brand and design services across a range of multimedia, requiring leadership and consultative input, creative concept and brand identity development, plus additional services such as copywriting, out of home design, microsite development, digital animation, art direction, video edits and photography.

This framework IS NOT for general graphic design for print and digital outputs including signage, posters, leaflets, brochures, adverts & infographics. These services will be procured separately from this framework.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

II.2.4) Description of the procurement

The Council wishes to establish a multi-provider Framework for the provision of Specialist Design Services to support longer term projects requiring a design input and higher value marketing campaigns. A maximum of 5 providers will be appointed to this framework. The Council is managing this procurement in accordance with the Public Contracts Regulations.

This framework is specifically for specialist design work, skills and expertise for larger projects and campaigns that elevates the council's aims, including promoting council objectives and realising future ambitions. It includes complex brand and design services across a range of multimedia, requiring leadership and consultative input, creative concept and brand identity development, plus additional services such as copywriting, out of home design, microsite development, digital animation, art direction, video edits and photography.

This framework IS NOT for general graphic design for print and digital outputs including signage, posters, leaflets, brochures, adverts & infographics. These services will be procured separately from this framework.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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: 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

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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

Date

13 November 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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

Bath & North East Somerset Council

Bath

Country

United Kingdom