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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](mailto: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

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## **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

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## **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

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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**

Bath & North East Somerset Council

Bath

Country

United Kingdom