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Contract

2909/LM – Creative Design Services Framework Agreement – Student Recruitment

University of Sheffield

F03: Contract award notice

Notice identifier: 2021/S 000-030523

Procurement identifier (OCID): ocds-h6vhtk-02c3e3

Published 8 December 2021, 1:55pm

Section I: Contracting authority

I.1) Name and addresses

University of Sheffield

Procurement Office, Arts Tower, Western Bank

Sheffield

S10 2TN

Email

l.w.marsden@sheffield.ac.uk

Telephone

+44 1142224206

Country

United Kingdom

NUTS code

UKE32 - Sheffield

Internet address(es)

Main address

www.in-tendhost.co.uk/sheffield

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

2909/LM – Creative Design Services Framework Agreement – Student Recruitment

Reference number

2909/LM

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Sheffield is tendering for the creative design (but not print) of printed materials related to student recruitment. This framework agreement consists of 3 Lots. Services required will typically include: • Creating or suggesting new formats for appropriate audiences and campaigns. • Commissioning photography that can be used in print and online applications. • Liaising with the printer who will be allocated from the University's print framework agreement. The full technical specification can be found in the ITT documentation which will be available after you have expressed your interest on In-Tend.

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: £1,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKE32 - Sheffield

II.2.4) Description of the procurement

The University of Sheffield is tendering for the creative design (but not print) of printed materials related to student recruitment. This framework agreement consists of 3 Lots. Services required will typically include:

- Creating or suggesting new formats for appropriate audiences and campaigns.
- Commissioning photography that can be used in print and online applications.
- Liaising with the printer who will be allocated from the University's print framework agreement.

The full technical specification can be found in the ITT documentation which will be available after you have expressed your interest on In-Tend.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60%

Price - Weighting: 40%

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

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-015473](#)

Section V. Award of contract

Contract No

2909/LM

Title

Creative Design Services Framework Agreement – Student Recruitment

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 July 2021

V.2.2) Information about tenders

Number of tenders received: 31

Number of tenders received from SMEs: 30

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 31

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Bell Integrated Communications Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

07563473

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Creative Triangle

Leicester

Country

United Kingdom

NUTS code

- UKF21 - Leicester

National registration number

05961904

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Education Cubed Ltd

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Eleven Design Ltd

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

04928899

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Fusion Design Ltd

Preston

Country

United Kingdom

NUTS code

- UKD4 - Lancashire

National registration number

04889929

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Humanstudio Ltd

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

06318190

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ink & Water Ltd

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

National registration number

07602965

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Mammoth Design Ltd

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

National registration number

NI040558

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Wash Studio Ltd

Preston

Country

United Kingdom

NUTS code

- UKD4 - Lancashire

National registration number

04696891

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whistlejacket London Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

09021526

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: £1,500,000

Total value of the contract/lot: £1,500,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England, Wales and Northern Ireland

London

Country

United Kingdom

