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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](mailto: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](http://www.in-tendhost.co.uk/sheffield)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **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](#)

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## **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

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**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

