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Tender

23-55 Creative Services Framework

University of Wolverhampton

F02: Contract notice

Notice identifier: 2023/S 000-031901

Procurement identifier (OCID): ocds-h6vhtk-040ff3

Published 28 October 2023, 9:12am

Section I: Contracting authority

I.1) Name and addresses

University of Wolverhampton

MX Building, Camp Street

Wolverhampton

WV1 1AD

Email

procurement@wlv.ac.uk

Telephone

+44 1902321000

Country

United Kingdom

Region code

UKG - West Midlands (England)

Internet address(es)

Main address

www.wlv.ac.uk

Buyer's address

<https://wlv.bravosolution.co.uk/>

I.3) Communication

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

<https://wlv.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://wlv.bravosolution.co.uk/>

Tenders or requests to participate must be submitted to the above-mentioned address

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

23-55 Creative Services Framework

Reference number

23-55

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Wolverhampton ('the University') is tendering to create a Framework Agreement for creative services to positively contribute to its image as a major regional/national and International HEI.

The University wishes to engage with multiple supplier partners who can positively contribute to the image of the University, translate strategic brand developments into bold, creative brand communications, with the aim of enhancing the Universities regional reputation and articulating a national/international profile.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Tenderers can apply for an individual lot, all lots and/or any combination of lots.

II.2) Description

II.2.1) Title

Design Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Wolverhampton, Walsall, Telford

II.2.4) Description of the procurement

The University requires innovative design and creative media for the regional, national, and international (off-line and online) campaigns it runs throughout the year.

It is important for the University Marketing, Communications and Digital Services Department to know the creative agency team assigned to the account (that should be readily available to the University for bespoke campaigns).

This will include but not be limited to access to art directors, creative directors, designers, etc. The University should feel confident that the design service

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

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend for up to 12 months

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to 12 months

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Photography Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79961100 - Advertising photography services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

On occasions, Photographers will be required to obtain footage of case studies or partner institutes that need promoting. Promotion may be required within any region of the United Kingdom.

However, it is envisaged that in the main, Photography services commissioned by the University will predominantly be within the West Midlands area at any of the campuses associated with the University (<https://www.wlv.ac.uk/university-life/our-campus/>) but tenderers must be prepared to work outside of these boundaries.

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

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II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to 12 months

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Video Production Services

Lot No

3

II.2.2) Additional CPV code(s)

- 92111000 - Motion picture and video production services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

On occasions, Videographers will be required to obtain footage of case studies or partner institutes that need promoting. Promotion may be required within any region of the United Kingdom.

However, it is envisaged that in the main, video production services commissioned by the University will predominantly be within the West Midlands area at any of the campuses associated with the University (<https://www.wlv.ac.uk/university-life/our-campus/>) but tenderers must be prepared to work outside of these boundaries.

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The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Selection criteria as stated in the procurement documents.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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

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

Date

28 November 2023

Local time

9:00am

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

28 November 2023

Local time

9:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

All correspondence must be via the University e-tendering portal - <https://wlv.bravosolution.co.uk/>

Contact direct with the University may not receive a response.

VI.4) Procedures for review

VI.4.1) Review body

University of Wolverhampton

Wolverhampton

Country

United Kingdom