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Planning

## **Studio Ulster**

University of Ulster

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-032869

Procurement identifier (OCID): ocids-h6vhtk-0386be

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## **Section I: Contracting authority**

### **I.1) Name and addresses**

University of Ulster

Block X Room X031, Cromore Road

Coleraine

BT52 1SA

#### **Contact**

Andrew Todd

#### **Email**

[a.todd@ulster.ac.uk](mailto:a.todd@ulster.ac.uk)

#### **Telephone**

+44 2870124227

#### **Country**

United Kingdom

**Region code**

UKN - Northern Ireland

**Internet address(es)**

Main address

[www.ulster.ac.uk](http://www.ulster.ac.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://e-sourcingni.bravosolution.co.uk/web/login.shtml>

**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**

Studio Ulster

Reference number

project\_27187

#### **II.1.2) Main CPV code**

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Studio Ulster

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 32200000 - Transmission apparatus for radiotelephony, radiotelegraphy, radio broadcasting and television
- 32210000 - Broadcasting equipment
- 32220000 - Television transmission apparatus without reception apparatus
- 32230000 - Radio transmission apparatus with reception apparatus
- 32240000 - Television cameras
- 32260000 - Data-transmission equipment

- 32270000 - Digital transmission apparatus
- 32300000 - Television and radio receivers, and sound or video recording or reproducing apparatus
- 32310000 - Radio broadcast receivers
- 32320000 - Television and audio-visual equipment
- 32330000 - Apparatus for sound, video-recording and reproduction
- 32340000 - Microphones and loudspeakers
- 32350000 - Parts of sound and video equipment
- 32400000 - Networks
- 32410000 - Local area network
- 32420000 - Network equipment
- 32430000 - Wide area network
- 32500000 - Telecommunications equipment and supplies
- 32520000 - Telecommunications cable and equipment
- 32530000 - Satellite-related communications equipment
- 32550000 - Telephone equipment
- 32560000 - Fibre-optic materials
- 32570000 - Communications equipment
- 32580000 - Data equipment
- 38651100 - Camera lenses
- 38651200 - Camera bodies
- 38651300 - Cameras for preparing printing plates or cylinders
- 38651400 - Instant print cameras
- 38651500 - Cinematographic cameras
- 38651600 - Digital cameras
- 38653400 - Projection screens
- 38810000 - Industrial process control equipment

- 39113000 - Miscellaneous seats and chairs
- 39121000 - Desks and tables
- 39122000 - Cupboards and bookcases
- 39134100 - Computer tables
- 39156000 - Lounge and reception-area furniture
- 39294100 - Information and promotion products
- 48210000 - Networking software package
- 48220000 - Internet and intranet software package
- 48311100 - Document management system
- 48318000 - Scanner software package
- 48331000 - Project management software package
- 48332000 - Scheduling software package
- 48333000 - Contact management software package
- 48421000 - Facilities management software package
- 48520000 - Multimedia software package
- 48710000 - Backup or recovery software package
- 48720000 - Bar coding software package
- 48730000 - Security software package
- 48750000 - Storage media loading software package
- 48760000 - Virus protection software package
- 48770000 - General, compression and print utility software package
- 48780000 - System, storage and content management software package
- 48790000 - Version checker software package
- 48810000 - Information systems
- 48820000 - Servers
- 48910000 - Computer game software package, family titles and screen savers

- 48920000 - Office automation software package
- 50340000 - Repair and maintenance services of audio-visual and optical equipment
- 51610000 - Installation services of computers and information-processing equipment
- 51620000 - Installation services of office equipment
- 72000000 - IT services: consulting, software development, Internet and support
- 72100000 - Hardware consultancy services
- 72200000 - Software programming and consultancy services
- 72300000 - Data services
- 72400000 - Internet services
- 72500000 - Computer-related services
- 72600000 - Computer support and consultancy services
- 72700000 - Computer network services
- 72800000 - Computer audit and testing services
- 72900000 - Computer back-up and catalogue conversion services
- 73100000 - Research and experimental development services
- 73200000 - Research and development consultancy services
- 73300000 - Design and execution of research and development
- 80100000 - Primary education services
- 80200000 - Secondary education services
- 80300000 - Higher education services
- 80400000 - Adult and other education services
- 80500000 - Training services
- 92221000 - Television production services
- 92224000 - Digital television
- 92225100 - Film-on-demand television
- 92226000 - Teleprogramming

- 92370000 - Sound technician

### **II.2.3) Place of performance**

NUTS codes

- UKN0 - Northern Ireland

Main site or place of performance

North Foreshore Film Studios, Giant's Park, Belfast

### **II.2.4) Description of the procurement**

Ulster University is seeking to procure an Operator and Delivery partner for the Studio Ulster project. Studio Ulster is a large-scale virtual studio production complex designed to support both commercial and research, development and innovation activities. The facilities include, but are not limited to, a large-scale virtual studio sound stage, second flexible virtual production sound stage, a smart/demo stage, a motion capture stage and 3D scanning stage with a total floor area of approx. 70,000sq.

The Operator will be responsible for developing the design, the installation and the operation of the equipment servicing Studio Ulster.

Studio Ulster will include a 'Tier 1' Centre of Excellence in Research & Development & Innovation in the virtual production and associated technologies sector.

The building is being delivered by Belfast Harbour as part of an expansion within the existing Belfast Harbour Film complex. Belfast Harbour, as landlord, and Ulster University have entered into a long-term Agreement for Lease for Studio Ulster.

The Operator and Delivery Partner will develop the detailed design for the specialist equipment, procure the specialist equipment on behalf of UU and operate the commercial activities within the facility, which in turn will drive R&D across the virtual production, broadcast, animation, games and immersive elements of this sector.

The Operator & Delivery Partner will be required to :

- Work with strategic partners within the virtual production and associated technologies sector to support the growth of the creative industry sector in NI, through a focus on virtual production as a nexus within the screen industries.
- Promote and operate a centre of excellence in the screen sector, recognised locally, nationally and internationally, as a focal point for the screen industries.

- Support innovation in the production cycle to generate new products, services and experiences, through applied research and collaborative R&D with players in the screen industry.
- Create a step change in the wider ecosystem by supporting development and driving innovation in the screen sector, that facilitates the application and adoption of new approaches and emerging technologies across multiple industry sectors.
- Work with key stakeholders to provide training and skills development opportunities that expand the capacity of the talent pipeline, to meet the needs of the screen sector.

UU is fully committed to the implementation and delivery of Social Value through procurement and operations, and this shall form part of the procurement award criteria for this competition that shall be conducted via Reg 30 Competitive Dialogue process.

#### **II.2.14) Additional information**

The anticipated contract period shall be for an initial 10-year contract period and the option to extend the contract for any periods up to and including a total of 180 months.

#### **II.3) Estimated date of publication of contract notice**

20 December 2022

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### **Section IV. Procedure**

#### **IV.1) Description**

##### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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### **Section VI. Complementary information**

#### **VI.3) Additional information**

Interested parties are not required (and are not being requested) to submit any information or contact the University in response to this Prior Information Notice. As set out in Section II.2.4 above, this notice is being provided for information and advance notice only. The information contained within this notice may be subject to change within the final contract notice published in relation to this opportunity.

The University will, once the Contract Notice and procurement documents have been made available, welcome interest from all suitable potential providers. However, interested parties are advised that they must ultimately satisfy the minimum requirements at Stage 1 (selection) that will be set out in the procurement

documents, in order to be selected to proceed to Stage 2 (dialogue) of the procurement process.

Market sounding exercise was undertaken in 2 stages; the initial exercise was concluded in February 2020 by the University for the purpose of ascertaining the potential scope, scale, technical nature, and costs associated with the various element of the Virtual Production equipment and associated systems on the Studio Ulster project consistent with the project budget.

This exercise was conducted by university client advisor and Industry advisors with a range of potential suppliers and users in the industry. This exercise was aimed at identifying requirements for hardware, software and systems to support a Virtual Production facility.

Consultations were conducted in 3-pronged approach as follows.

1. Hardware – consultation with suppliers of this technology to help inform the technical & spatial requirements for the building, services and budget.
2. Software/systems – consultation with specialist suppliers and demos of software solutions on the market.
3. End Users engagement. Based on first 2 steps indicative technical specification was formulated and shared with end users (specialist in their respective fields) to validate findings from previous steps.

The second phase of pre-market engagement was undertaken in October/November 2021 by the project team in order to inform the procurement strategy. This process was a questionnaire-based process accessed via the University webpage.

These market sounding exercises have culminated in the current procurement approach and technical performance requirements.

The University shall include the information shared with suppliers during the marketing sounding exercise along with summary of key findings at the PQQ stage of the process.

