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Tender

## **Graphic Design & Creative Digital Framework Agreement**

University of Huddersfield

F02: Contract notice

Notice identifier: 2022/S 000-033620

Procurement identifier (OCID): ocds-h6vhtk-0388b5

Published 28 November 2022, 12:05pm

### **Section I: Contracting authority**

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

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

#### **Contact**

Claire Gunton

#### **Email**

[c.gunton@hud.ac.uk](mailto:c.gunton@hud.ac.uk)

#### **Telephone**

+44 01484422288

#### **Country**

United Kingdom

**Region code**

UKE44 - Calderdale and Kirklees

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

<https://www.delta-esourcing.com/>

Additional information can be obtained from the above-mentioned address

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

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Graphic Design & Creative Digital Framework Agreement

Reference number

HUD-MAR-017

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

To appoint graphic design and creative digital agencies to help design and deliver student recruitment campaigns across our different audience segments (undergraduate, postgraduate, international and distance learning) as well as support with other communications and marketing initiatives across campus. As an organisation we are looking to become a digital first organisation, rather than produce printed materials as standard we aim to consider alternatives and print more as companion material.

Lot 1 - Creative graphic design agencies who will become familiar with our brand to deliver a range of design assets across print and digital formats.

Lot 2 - Innovative and digital-first creative agencies that can deliver integrated campaigns from concept to delivery to review.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

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

This contract is divided into lots: Yes

Tenders may be submitted for one lot only

## **II.2) Description**

### **II.2.1) Title**

Graphic Design

Lot No

1

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKE44 - Calderdale and Kirklees

Main site or place of performance

Calderdale and Kirklees

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

Creative graphic design agencies who will become familiar with our brand to deliver a range of design assets across print and digital formats. The volume of projects in Lot 1 is high, with a wide range of requirements from small, printed materials such as leaflets, or digital assets such as social media banners, stand-alone campaigns and development brochures, postcards and stationery.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £500,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The resulting framework agreement will have an initial duration of 2 years with the option to extend for 2 further periods of 1 year, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 1

Maximum number: 8

Objective criteria for choosing the limited number of candidates:

The University intends to select a maximum of 8 Bidders for each Lot who have passed all relevant sections of the SSQ and achieved the highest scores in the SSQ assessment to go through to the ITT stage. Where less than 8 Bidders qualify for the shortlist, the University reserves the right to proceed with the Procurement in line with Regulation 65(7). Only those Bidders who are successful at this stage will be invited to submit a Final Tender.

### **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

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

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/3MA4F26933>

## **II.2) Description**

### **II.2.1) Title**

Creative Digital

Lot No

2

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3) Place of performance**

NUTS codes

- UKE44 - Calderdale and Kirklees

Main site or place of performance

Calderdale and Kirklees

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

Innovative and digital-first creative agencies that can deliver integrated campaigns from concept to delivery to review. Projects are focussed on our student recruitment audiences (undergraduate, postgraduate, international and distance learning) and collateral related to them, integrated print and digital content recruitment projects and campaigns. We are looking for innovative, creative agencies with expertise in digital content, design and production in a range of formats. With the capacity to support all markets concurrently, should it be required.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6) Estimated value**

Value excluding VAT: £1,000,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The resulting framework agreement will have an initial duration of 2 years with the option to extend for 2 further periods of 1 year, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

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

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/D98H2E4295>

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **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

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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

#### **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

4 January 2023

Local time

10:00am

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

20 January 2023

#### **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: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=739730719>

GO Reference: GO-20221128-PRO-21587896

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

Email

[procurement@hud.ac.uk](mailto:procurement@hud.ac.uk)

Country

United Kingdom

Internet address

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