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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

Telephone

+44 01484422288

Country

United Kingdom

Region code

UKE44 - Calderdale and Kirklees

Internet address(es)

Main address

www.hud.ac.uk

Buyer's address

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

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

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II.2.14) Additional information

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

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

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)

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

Country

United Kingdom

Internet address

www.hud.ac.uk