

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/035667-2022>

Tender

## **Creative Services**

Creative Services Tender

F02: Contract notice

Notice identifier: 2022/S 000-035667

Procurement identifier (OCID): ocds-h6vhtk-0391f1

Published 16 December 2022, 1:19pm

## **Section I: Contracting authority**

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

Creative Services Tender

University of Hertfordshire Education Corporation MacLaurin Building, 4 Bishops Square

Hatfield

AL10 8NE

### **Contact**

Procurement Department

### **Email**

[procurement-professionalservices@herts.ac.uk](mailto:procurement-professionalservices@herts.ac.uk)

### **Telephone**

+44 1707284091

### **Country**

United Kingdom

**NUTS code**

UKH23 - Hertfordshire

**Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/universityofhertfordshire.aspx/Home>

**I.3) Communication**

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

<https://in-tendhost.co.uk/universityofhertfordshire.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofhertfordshire.aspx/Home>

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**

Creative Services

Reference number

22024

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

- 79342000 - Marketing services

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

Services

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

This contract is to provide a full range of creative design and media services to the University of Hertfordshire and its subsidiary companies. This contract will provide the following media services: • Brand development, corporate visual identity, brand architecture and brand consultancy. • Construction and delivery of fully integrated campaigns, including concept development. • Campaign message development. • Graphic Design and Art working and providing input where appropriate to the University in-house studio. • Corporate Publication Development. • Digital and Social Content Development and delivery. • Copywriting and Speech Writing. • Scriptwriting for video and audio advertisements. • Video production design, motion graphics, animation, and creative services. Note: The University has an in-house team, so will use this team for smaller art working services. The contract will be for a maximum of five years. The University of Hertfordshire's Terms and Conditions will apply.

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

Value excluding VAT: £400,000

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

This contract is divided into lots: No

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

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

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKH23 - Hertfordshire

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

This contract is to provide a full range of creative design and media services to the University of Hertfordshire and its subsidiary companies. This contract will provide the following media services: • Brand development, corporate visual identity, brand architecture and brand consultancy. • Construction and delivery of fully integrated campaigns, including concept development. • Campaign message development. • Graphic Design and Art working and providing input where appropriate to the University in-house studio. • Corporate Publication Development. • Digital and Social Content Development and delivery. • Copywriting and Speech Writing. • Scriptwriting for video and audio advertisements. • Video production design, motion graphics, animation, and creative services. Note: The University has an in-house team, so will use this team for smaller art working services. Contract Duration 5 years.

### **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: £400,000

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

Duration in months

60

This contract is subject to renewal

No

### **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

---

### **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

As stated in the tender 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**

As stated in the tender documents

##### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

---

## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

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

Date

27 January 2023

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

27 January 2023

Local time

12:00pm

Place

University of Hertfordshire

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

Crown Commercial Services

Liverpool

Country

United Kingdom