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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

Telephone

+44 1707284091

Country

United Kingdom

NUTS code

UKH23 - Hertfordshire

Internet address(es)

Main address

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