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Award

Animation course content for MA Character and Creature Animation programmes

University of Hertfordshire

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-035854

Procurement identifier (OCID): ocds-h6vhtk-0421ed

Published 5 December 2023, 5:34pm

Section I: Contracting authority/entity

I.1) Name and addresses

University of Hertfordshire

College Lane

Hatfield

AL10 9AB

Contact

Sanid Ahmed

Email

s.ahmed52@herts.ac.uk

Country

United Kingdom

Region code

UKH23 - Hertfordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.herts.ac.uk>

Buyer's address

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

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**

Animation course content for MA Character and Creature Animation programmes

II.1.2) Main CPV code

- 80400000 - Adult and other education services

II.1.3) Type of contract

Services

II.1.4) Short description

The licensing of certain unique archive materials protected by intellectual property rights and ancillary services in relation thereto.

New content creation for specialist materials specific to character and creature animation that are of sufficient quality / of an appropriate academic/professional level to meet postgraduate teaching and learning requirements for specialist Master's programmes in character and creature creation.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £550,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKH2 - Bedfordshire and Hertfordshire
- UKI - London

II.2.4) Description of the procurement

The provision of animation course content for specialist Master's programmes in Character and Creature Creation which are being run by the University.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Negotiated procedure without prior publication of a contract notice (Regulation 32(2)(b)(iii)). The subject contract is a public service contract which can only be carried out by the Supplier due to the protection of exclusive rights, namely copyright in a video archive owned and licensed by the Supplier. No reasonable alternative or substitute exists because, whilst online training courses in animation do exist, there is a general absence in the market of learning repositories which provide suitable specialist materials specific to character and creature animation that are of sufficient quality or of an appropriate academic/professional level to meet postgraduate teaching and learning requirements for specialist Master's programmes in character and creature creation. Animation Apprentice is unique in providing the level of materials needed for a specialist postgraduate higher education programme in this discipline.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

4 December 2023

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

Alexander Williams trading as Animation Apprentice

London

Country

United Kingdom

NUTS code

- UKI - London

Justification for not providing organisation identifier

Sole trader

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Initial estimated total value of the contract/lot/concession: £550,000

Total value of the contract/lot/concession: £550,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Telephone

+44 3450103503

Country

United Kingdom