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Tender

## **Photography Services Framework**

UNIVERSITY OF SOUTHAMPTON

F02: Contract notice

Notice identifier: 2024/S 000-036527

Procurement identifier (OCID): ocds-h6vhtk-04b5b3

Published 12 November 2024, 10:22am

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

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

UNIVERSITY OF SOUTHAMPTON

UNIVERSITY ROAD

SOUTHAMPTON

SO171BJ

#### **Contact**

Amy Hands

#### **Email**

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

#### **Telephone**

+44 2380595000

#### **Country**

United Kingdom

**Region code**

UKJ32 - Southampton

**UK Register of Learning Providers (UKPRN number)**

10007158

**Internet address(es)**

Main address

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

Buyer's address

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

**I.4) Type of the contracting authority**

Other type

Higher Education Institution not subject to PCR 2015 regulations

**I.5) Main activity**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

Photography Services Framework

Reference number

2023UoS-0823

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

- 79961000 - Photographic services

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

Services

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

The University requires a framework of professional photographers to deliver exceptional imagery to appropriately represent the University in the increasingly competitive HE (Higher Education) market. All photography taken on behalf of the University must adhere to the University brand.

Imagery is a key part of our brand. For the University to ensure high-quality photographs to support print and digital materials we require professional photographers to showcase the University through selling university life, world-leading teaching and research and compelling profiles of staff, students, alumni and facilities.

The successful supplier(s) are required to capture imagery to work across multiple platforms, they will need to be aware of the different specific shot styles. This can include shooting:

- images in landscape and portrait
- the same image multiple times in different angles
- the same set up with different models

The commissioner will be on location to guide these decisions, but the photographer will need to be experienced to execute these styles, advise and think creatively.

This project is to procure a framework of Suppliers under 2 lots - Lot 1 (Large Photography Jobs/High-end Photography) and Lot 2 (Small Photography Jobs/Quick Turn Around Projects).

The framework of suppliers will provide services across the whole University including other professional services, academic units, research centers and arts venues. All photography taken on behalf of the University must adhere to the University brand guidelines as well as considerations around campaign and channel requirements. All work supplied to the University must be subject to quality control processes by the commissioned supplier before it is supplied.

Please note, the University of Southampton no longer meets the criteria of a 'body governed by public law' and is therefore not considered a contracting authority for the purposes of the Public Contracts Regulations 2015 and/or any replacement legislation. This procurement process is not regulated by UK (or EU) public procurement law.

Where the University of Southampton advertises contracts, through any public sector portal, it does so on a voluntary basis by way of transparency and to encourage open competition, but it is not required to comply with the procurement legislation. For the purposes of procuring the goods/services described, the University is acting in accordance with its internal financial regulations and the procedure detailed in the Invitation to Tender document set.

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

Value excluding VAT: £240,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

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

Large photography jobs / High-end photography

Lot No

1

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

- 79961000 - Photographic services

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

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

It is our intention to appoint 5 Suppliers to this Lot.

This lot covers large-scale, high-end photography commissioned by Communications and Marketing, Global Recruitment and Admissions, the Office of Development & Alumni Relations, and occasionally other departments across the University. The scope includes a fixed day rate including editing, travel time, and expenses.

Typical Projects:

- Photography for undergraduate and postgraduate prospectuses.
- High-quality, stylised imagery for student recruitment and alumni campaigns.
- Website visuals and publication photography, including impact reports, graduation programmes, alumni marketing, staff recruitment brochures, and annual financial statements.
- Creative images for event collateral, magazines, and informational brochures.

Key Requirements:

- Expertise in managing challenging environments, such as cluttered offices, busy laboratories, or photographing subjects who may feel uncomfortable in front of the camera.
- The ability to quickly solve problems, find creative approaches, and deliver fresh, engaging photos, even in less visually interesting settings like Law or Politics departments.
- Experience in working with sensitive subjects, such as patients or families of donors, as well as capturing high-profile individuals, including VIPs and High-Net-Worth individuals, where precision and professionalism are essential.

Equipment and Skills:

- Professional-grade photographic equipment, including a full lighting setup and a range of lenses suited to various shots.
- Competence in both natural and studio lighting, alongside the technical expertise required to maximise the quality of images.

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

Quality criterion - Name: Interviews / Weighting: 30%

Quality criterion - Name: Production Quality / Weighting: 40%

Cost criterion - Name: Day Rate / Weighting: 20%

Cost criterion - Name: Half Day Rate / Weighting: 10%

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

Value excluding VAT: £120,000

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

Duration in months

48

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) Description**

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

Smaller/quick turnaround photography jobs - Profile shots, press and event photography

Lot No

2

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

- 79961000 - Photographic services

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

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

It is our intention to appoint 5 Suppliers to this Lot.

This lot focuses on smaller-scale, quick-turnaround photography, including profile shots, press photography, and event coverage. These projects are commissioned by Communications and Marketing, Global Recruitment and Admissions, the Office of Development & Alumni Relations, and other departments across the University. Payment will be based on an hourly rate that includes editing time, sending photographs, and covering travel and expenses.

Typical Projects:

- Staff, student, and alumni profile shots for websites and case studies.
- Photography for social media, press releases, and event coverage.
- Quick-turnaround photography for press and media purposes.

Key Requirements:

- Ability to work efficiently in busy, fast-paced environments while maintaining high

standards of quality.

- Experience in working with subjects who may be nervous or reluctant to be photographed, ensuring they feel at ease for the best possible results.

Equipment and Skills:

- Professional photographic equipment, including a versatile lighting setup and a selection of lenses.

- Proficiency in lighting different environments and adapting quickly to capture a range of shots.

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

Quality criterion - Name: Production Quality / Weighting: 60%

Cost criterion - Name: Day Rate / Weighting: 10%

Cost criterion - Name: Half Day Rate / Weighting: 10%

Cost criterion - Name: Hourly Rate / Weighting: 20%

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

Value excluding VAT: £120,000

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

Duration in months



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

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

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

##### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

To support the financial assessment, the University will obtain a Business Risk Report for all Tenderers and every organisation being relied upon to meet this Procurement, using an independent company called CreditSafe.

The University reserves the right to exclude a Tenderer or request provision of further assurances as stated in the ITT document set where the Tenderer's Business risk Score is: "Moderate Risk"; "High Risk"; "Very High Risk" or "Not Rated" based on the rating provided by CreditSafe.

Where a Business Risk score from our external system is not available, then an alternative method of assessing financial standing will be used. This method is detailed within the ITT document set.

Minimum level(s) of standards possibly required

Tenderer's are advised that a requirement of this procurement is to have in place, or commit to obtaining prior to the commencement of the Contract, the following minimum insurance levels:

- Public Liability - £2 million

- Employer's (Compulsory) Liability - £5 million if the tenderer is a company that hold employees and is therefore legally obliged to obtain this amount. This is not required for any Sole Trader bidders who have no employees as it is not a legal requirement.

Professional Indemnity - £1 million

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Tenderers attention is drawn to the MANDATORY requirements of the award criteria:

- Grounds for mandatory exclusion
- Grounds for discretionary exclusion
- Economic & Financial Standing
- Insurance
- Compliance with equality legislation
- Health & Safety
- Legal requirements

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## **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

11 December 2024

Local time

12:00pm

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

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

Date

11 December 2024

Local time

12:01pm

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## **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.3) Additional information**

Lot Structure: In order to review a full range of available options and identify the most suitable solutions for the University, in terms of both meeting the University's specification requirements and obtaining best value for money, this procurement has been divided into 2 lots:

Lot 1: Large Photography Jobs / High-end Photography

Lot 2: Small Photography Jobs / Quick turnaround projects

Tenderers may submit a response in relation to any of the three lots or may submit a response to both lots in any combination.

Please note that potential suppliers are required to submit a separate Selection Questionnaire response for each lot that they are applying for. For clarity, tenderers who wish to be considered for all two lots will need to submit a separate Selection Questionnaire response for each of those two lots.

Potential suppliers are advised, that the University reserves the right to award both, one, or none of the two lots - in any combination - as a result of this procurement process.

E-Tendering Portal: The University is utilising an electronic tendering tool, In-Tend (<https://intendhost.co.uk/> universityofsouthampton) to manage this procurement and to communicate with potential suppliers and/or tenderers (as appropriate).

All documentation in relation to this tender can be downloaded from In-Tend.

Tenderers are advised that there will be no hard copy documents issued and all

communications with the University, including the submission of Invitation to Tender responses will be conducted via In-Tend.

Regular monitoring of the portal is the responsibility of the tenderer.

If you are not already registered as a supplier with the University of Southampton, you will need to register in In-Tend in order to access the procurement documentation.

Once you have logged in as a supplier: click on 'Tenders'; locate the relevant project; and click 'View Details'. Once you are in the project screen, you will be able to register your organisation against the project and access all documentation by clicking 'Express Interest'.

Tenderers are advised that formal expressions of interest in the project must be by way of completion and return of the relevant documents via In-Tend.

Further instructions for the submission of responses are below:

To submit your return:

1. Log in
2. Click 'Tenders'
3. Locate the relevant project
4. View details
5. Click on the tab relating to the relevant project stage (e.g. 'Invitation to Tender')
6. Click on the 'Attach Documents' button and upload your return.
7. Check ALL your response documents are uploaded and displayed in the 'My Tender Return' panel. The system will only permit your organisation to make one return.
8. Click the red 'Submit Return' button.

Please note, to preserve the integrity of the procurement, all communications with the University must be made via the correspondence function within In-Tend.

The University may publish details of its contract(s), including the contract values and the identities of its suppliers on its website without consulting the provider of that information. By submitting a response, tenderers are consenting to publication of this information unless otherwise agreed in advance with the University.

Costs and Expenses: Tenderers are solely responsible for their costs and expenses incurred in connection with the preparation and submission of responses and participation in this and all future stages of this procurement. Under no circumstances will the University be liable for any costs or expenses borne by tenderers or any of their supply chain, partners or advisers in this procurement process.

The University is not liable for any costs in the event of the cancellation of this procurement process.

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

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

University of Southampton

Southampton

Country

United Kingdom