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Tender

## **PURCON 2049 - Creative Services Framework**

UNIVERSITY OF EAST ANGLIA

F02: Contract notice

Notice identifier: 2024/S 000-038324

Procurement identifier (OCID): ocds-h6vhtk-04c07d

Published 27 November 2024, 2:47pm

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

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

UNIVERSITY OF EAST ANGLIA

Norwich Research Park

NORWICH

NR47TJ

#### **Contact**

Sian Townshend

#### **Email**

[s.townshend@uea.ac.uk](mailto:s.townshend@uea.ac.uk)

#### **Country**

United Kingdom

**Region code**

UKH15 - Norwich and East Norfolk

**Companies House**

RC000651

**Internet address(es)**

Main address

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

**I.3) Communication**

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

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

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

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

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

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

PURCON 2049 - Creative Services Framework

Reference number

PURCON 2049

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

- 79342000 - Marketing services

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

Services

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

The University of East Anglia (UEA) is seeking to appoint suppliers to form a Creative Supplier Framework to work with the University. This framework will be managed by ARM in conjunction with Procurement, or associated specialist UEA managers. In addition to it being used across the ARM department, it will also be open for use across the entire university. This tender covers multiple creative skillsets and suppliers may participate in offering services across multiple skillsets, including full-service offerings both skillset specific and multi-specialism:

- Creative Strategy
- Storyboarding
- Artworking
- Graphic Design
- Illustration
- Copywriting
- Proofreading

- Videography
- Photography
- Animation
- Social Media Consultancy
- Podcasts + Broadcasting
- Full service

### **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**

Creative Strategy

Lot No

1

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Delivers innovative, strategic insights that captivate audiences and drives engagement across various platforms. Experts in interpreting complex briefs into impactful creative strategies, suppliers excel at crafting unique and effective plans that align with brand

guidelines and resonate deeply with target audiences.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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.2.14) Additional information**

The term of the framework may be extended by an additional 2 years, extended 1 year at a time.

## **II.2) Description**

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

Storyboarding

Lot No

2

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Expert storyboarding services transform concepts into visually compelling narratives, bridging the gap between the idea and the creative output. Their understanding of cinematic techniques ensure ideas are distilled into clear sequences, streamlining the production process for multimedia projects.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Artworking

Lot No

3

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Artworking ensures that creative outputs are flawlessly translated into print-ready and digital-ready files. Meticulous attention to detail guarantees that all artwork meets exact specifications for various production methods and platforms.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Graphic Design

Lot No

4

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

- 79342000 - Marketing services
- 79822500 - Graphic design services

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

NUTS codes

- UKH - East of England

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

Graphic design services transform concepts into creative solutions, crafting compelling visuals that amplify brand identity, messages and engage target audiences. With mastery of typography, colour theory, and composition, they deliver polished designs that elevate brand recognition and user engagement across all channels.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36



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**

Illustration

Lot No

5

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Skilled illustrators breathe life into ideas through captivating visual storytelling. Their versatile styles range from hand-drawn to digital techniques, adapting to diverse project needs.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Copywriting

Lot No

6

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Exhibits unparalleled proficiency in the creation and refinement of written content, showcasing mastery in both the art of compelling storytelling and the precision of

grammatical accuracy. With a keen understanding of target audiences and brand tone of voice, they adeptly craft engaging, accessible and inclusive copy that resonates with readers and drives desired actions.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Proofreading

Lot No

7

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

- 79342000 - Marketing services
- 79821100 - Proofreading services

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

NUTS codes

- UKH - East of England

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

Meticulous proofreading skills ensure the clarity, coherence, and correctness of written materials, enhancing readability and professionalism. Proficient in a variety of writing styles and formats, they excel in adapting content to suit diverse platforms and purposes, from marketing collateral to web copy and beyond.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Videography

Lot No

8

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

- 79342000 - Marketing services
- 92100000 - Motion picture and video services

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

NUTS codes

- UKH - East of England

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

Demonstrates mastery in visual storytelling. Proficient across various styles, from commercial to editorial and beyond, they adapt their approach to suit the needs and objectives of each project. Additionally, they demonstrate expertise in managing shoots, coordinating logistics, and directing subjects to ensure the seamless execution of commissions.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Photography

Lot No

9

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

- 79342000 - Marketing services
- 79960000 - Photographic and ancillary services

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

NUTS codes

- UKH - East of England

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

Skilled in capturing powerful images that tell stories and grab attention. They're great at making photos that look good and fit a brand's style. Whether it's products, people, or everyday life, they can handle different types of shoots. They know how to use lighting and set up shots well and can manage image processing needs. The result? High-quality pictures that show off brands in the best way and connect with people across all channels.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Animation

Lot No

10

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Animators bring ideas to life through moving images - making characters, objects, and scenes come alive on screen. Whether it's 2D cartoons, 3D computer graphics, or stop-motion, they can work in different styles. Animators know how to tell stories through movement and can create short clips or longer videos that explain ideas and entertain viewers.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Social Media Consultancy

Lot No

11

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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



Social media experts help businesses make the most of available platforms. They know how to create content that people want to see and share - and can plan out what to post and when, to reach the right audience. They are great at responding to not only trends, but also external factors, and know how to use tools to see what's working well and what could be better. Keeping on top of platform changes, they can also teach others how to use these platforms effectively.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Podcasts + Broadcasting

Lot No

12

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Podcast and broadcasting experts are good at planning shows, interviewing guests, and telling stories through content. For podcasts, they can help choose topics, write scripts, and get the finished show onto listening platforms. In broadcasting, they know how to run live shows and work with radio or TV equipment. They can also train others in speaking clearly and confidently.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full-Service - Creative content

Lot No

13

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions across multiple creative disciplines or production stages, seamlessly managing entire projects relating to all creative content that is not specifically listed in the below series of 'full-service' specialisms. Does not relate to performance marketing campaigns.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full-Service - Video production

Lot No

14

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to video production.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full-Service - Animation production

Lot No

15

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to animation production.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full Service - Creative campaigns

Lot No

16

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to creative performance marketing campaigns.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full Service - Social Media campaigns

Lot No

17

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to social media campaigns.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full Service - Podcast production

Lot No

18

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

- 79342000 - Marketing services

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



NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to podcast production.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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**

Full Service - Broadcast production

Lot No

19

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

- 79342000 - Marketing services

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

NUTS codes

- UKH - East of England

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

Comprehensive end-to-end solutions, seamlessly managing entire projects relating to broadcast production.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

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 IV. Procedure**

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

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

Open 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: No

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

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

Date

29 January 2025

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: 3 (from the date stated for receipt of tender)

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

Date

29 January 2025

Local time

1:00pm

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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**

Please note this procurement will be conducted via InTend, our e-tendering portal. You will need to register with InTend free of charge if you wish to access the tender documents. To register, please go to <https://in-tendhost.co.uk/universityofeastanglia/aspx/Home> and follow the instructions on the system.

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

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

University of East Anglia

Earlham Road, Norwich Research Park

Norwich

NR4 7TJ

Email

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

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a minimum of 10 calendar days standstill period at the point the information on the award of contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved, then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly and within the limitation period described in the Public Contracts Regulations 2015.