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Tender

Creative Development & Design Framework

University of Huddersfield

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-043298

Procurement identifier (OCID): ocds-h6vhtk-0566a6

Published 28 July 2025, 9:15am

Scope

Reference

HUD-MAR-019

Description

The University of Huddersfield intends to establish a multi-supplier framework agreement for the supply of Creative Development and Design Services.

The framework will consist of two lots:

Lot 1: Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lot 2: All other Audience sub-brand creative development and design delivery (non-UG)

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-Huddersfield:-Marketing-services./29N5648P98>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/29N5648P98>

Commercial tool

Establishes a framework

Total value (estimated)

- £1,410,000 excluding VAT
- £1,692,000 including VAT

Above the relevant threshold

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKE44 - Calderdale and Kirklees

Not the same for all lots

Contract dates are shown in Lot sections, because they are not the same for all lots.

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Description

The University is in the process of developing a new brand strategy, following a piece of brand perceptions research.

The successful supplier will deliver the creative development and design elements for all high-profile undergraduate student recruitment campaigns, including collateral to be used in large-scale, multi-channel advertising campaigns, web content, print material etc.

The successful supplier will be expected to develop a campaign guidelines document for use by internal colleagues and agencies on the Graphic Design and Art Working framework , who may develop small-scale items that support undergraduate activity.

The successful supplier may work on the visual development of the University brand and the University brand guidelines.

Lot value (estimated)

- £1,250,000 excluding VAT
- £1,500,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 13 October 2025 to 12 October 2027
- Possible extension to 12 October 2029

- 4 years

Description of possible extension:

The agreement will have an initial duration of 2 years, with the option to extend for a further period of 2 years, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Description

Suppliers work with Postgraduate, Distance Learning and International Marketing Teams to deliver the creative development and design elements for related student recruitment campaigns, including collateral to be used in digital advertising campaigns, web content, print material etc.

The supplier will be expected to develop a campaign guidelines document for use by internal colleagues and agencies on the Graphic Design and Art Working framework, who may develop small-scale items that support audience-specific activity.

There may also be opportunity to work with organisational departments to create sub-brands for internal use e.g. Student Services.

Lot value (estimated)

- £160,000 excluding VAT

- £192,000 including VAT

Framework lot values may be shared with other lots

Contract dates (estimated)

- 13 October 2025 to 12 October 2027
- Possible extension to 12 October 2029
- 4 years

Description of possible extension:

The agreement will have an initial duration of 2 years with the option to extend for a further period of 2 years, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

Call-off contracts will be awarded by both direct award and quotations.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

As set out in Invitation to Tender documents

Technical ability conditions of participation

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Tender Specific Questions are incorporated to ascertain a tenderers ability to meet the University's minimum expectations with regards to Innovative creative development and design, a digital-first approach, excellent client management.

Tenderers which do not achieve the declared 'total minimum score to proceed' will be excluded from further evaluation.

Particular suitability

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

22 August 2025, 12:00pm

Tender submission deadline

29 August 2025, 12:00pm

Submission address and any special instructions

<https://neupc.delta-esourcing.com>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 September 2025

Award criteria

Lot 1. Creative development and design delivery for the University brand, plus Undergraduate (UG) sub-brand

Name	Description	Type	Weighting
Tender Specific Questions	As per ITT	Quality	15%
Creative Brief - Presentation	As per ITT	Quality	15%
Creative Brief - Itemised Quote / Pricing Response	As per ITT	Price	15%
Building an Effective Partnership & Capacity Management	As per ITT	Quality	12.5%
Account Structure & Experience	As per ITT	Quality	12.5%
Creative Brief - Proposed Approach Narrative	As per ITT	Quality	10%
Standard Rates & Future Pricing/Inflation	As per ITT	Price	10%

Name	Description	Type	Weighting
Added Value & Sustainability	As per ITT	Price	5%
References	As per ITT	Quality	5%

Lot 2. All other Audience sub-brand creative development and design delivery (non-UG)

Name	Description	Type	Weighting
Tender Specific Questions	As per ITT	Quality	15%
Creative Brief - Presentation	As per ITT	Quality	15%
Creative Brief - Itemised Quote / Pricing Response	As per ITT	Price	15%
Building an Effective Partnership & Capacity Management	As per ITT	Quality	12.5%
Account Structure & Experience	As per ITT	Quality	12.5%
Creative Brief - Proposed Approach Narrative	As per ITT	Quality	10%
Standard Rates & Future Pricing/Inflation	As per ITT	Price	10%
Added Value & Sustainability	As per ITT	Quality	5%
References	As per ITT	Quality	5%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

University of Huddersfield

- Public Procurement Organisation Number: PVLZ-8691-TYWT

Queensgate

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Contact name: Claire Gunton

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Region: UKE44 - Calderdale and Kirklees

Organisation type: Public authority - sub-central government

