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Tender

## **Creative Design Services**

Ulster University

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

Notice identifier: 2025/S 000-061476

Procurement identifier (OCID): ocds-h6vhtk-05a5a9 ([view related notices](#))

Published 1 October 2025, 4:31pm

## **Scope**

## **Reference**

CfT\_6161163

## **Description**

Creative Design Services-Ulster University wishes to appoint a single supplier to help us realise our growth ambitions. An extension of our own team who will embrace and ambassador the brand as we do, to fortify brand excellence in all that we do.

Brand management is one of the most complex management challenges for universities. The globalisation of the education sector and increasing competition in higher education means that brands have increasingly become a strategic asset to be carefully developed with its value protected and grown.

A strong brand benefits us all. If a university thrives, the value of its brand will increase,

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in turn creating a virtuous loop as academics, students and funding are drawn in.

We seek a partner who understands our goals and adds value in achieving and exceeding them.

There will be one Contract to provide:

Art Working - Graphic layout from existing templates based on Ulster University brand guidelines.

Brand Design - Concept creation of sub brand, logo or brand lock up, including research, mood boards, concepts presentation and finally delivery of brand with associated guidelines.

Video - Producing story boards, on occasion scripts and managing logistics through to complete edit. Completing with captions, name plates and graphic cards. Where necessary producing and executing video content for cinema and TV including management of Clearcast, clocking and Peach upload.

Photography - Capturing photographs of our buildings and facilities to artistically celebrate the investment in our students and in Northern Ireland. Creating content that is both aesthetically excellent as well as accurate.

Further details are contained within the Tender Documents.

### **Total value (estimated)**

- £1,291,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 21 December 2025 to 20 December 2028
- Possible extension to 20 December 2031
- 6 years

Description of possible extension:

Following the initial Contract period (3 years), there are options to extend up to a further 36 months.

### **Main procurement category**

Services

### **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

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## **Participation**

### **Legal and financial capacity conditions of participation**

As per Tender documentation.

## **Technical ability conditions of participation**

As per Tender documentation.

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## **Submission**

### **Enquiry deadline**

23 October 2025, 3:00pm

### **Tender submission deadline**

29 October 2025, 2:00pm

## **Submission address and any special instructions**

Tenders must be submitted electronically via the relevant Call for Tender (CfT) opportunity on eTendersNI, website details immediately below.

Paper submissions will not be accepted or considered and will be rejected by Ulster University.

The tender documents are available with unrestricted and full direct access, free of charge, at: URL <https://etendersni.gov.uk/epps>

## **Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

8 December 2025

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Commercial Criteria	As per Tender documentation.	Price	60%
Quality Criteria	As per Tender documentation.	Quality	40%

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**Other information****Conflicts assessment prepared/revised**

Yes

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**Procedure****Procedure type**

Open procedure

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## Contracting authority

### Ulster University

- Companies House: RC000726
- Public Procurement Organisation Number: PDLT-6268-MWZV

Cromore Road

Coleraine

BT52 1SA

United Kingdom

Email: [procurement\\_enquiries@ulster.ac.uk](mailto:procurement_enquiries@ulster.ac.uk)

Region: UKN0C - Causeway Coast and Glens

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Northern Ireland