

**United Kingdom-Sheffield: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 153/2015 11/08/2015

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: The Sheffield College

Postal address: Estates and Services Department, Granville Road

Town: Sheffield

Postal code: S2 2YY

Country: United Kingdom

Contact person: Estates and Services Department

For the attention of: Howard Griffiths, Quantity Surveyor

E-mail: [howard.griffiths@sheffcol.ac.uk](mailto:howard.griffiths@sheffcol.ac.uk)

Telephone: +44 1142603600

Fax: +44 1142602671

**Internet address(es):**General address of the contracting authority: [www.sheffcol.ac.uk](http://www.sheffcol.ac.uk)Electronic access to information: <https://in-tendhost.co.uk/sheffieldcollege.aspx/Home>Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/sheffieldcollege.aspx/Home>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Education

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Framework for a Roster of Creative Agencies for the Implementation and Delivery of a Marketing Strategy.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: The Sheffield College; (Sheffield City Regional- National Delivery) Main Site or Various Centres as required.

NUTS code UKE32 Sheffield

### **II.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 20

#### **Duration of the framework agreement**

Duration in years: 3

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 510 000 GBP

### **II.1.5. Short description of the contract or purchase(s)**

The Sheffield College seeks to work with high quality contractors / consultants within a roster of creative and exceptionally talented agencies that will support the implementation of the Colleges marketing strategy.

Framework Contract opportunities will be undertaken in the following Lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying.

The College is particularly keen to develop a variety of partnerships for a number of consultancy / contractor / supplier disciplines as described in the various lots above. Tendering parties may bid for one, several or all lots.

The duration of the framework agreement shall be for 2 years with an option to extend for a further 1 year. The framework will be reviewed annually, subject to performance.

All contracts awarded must be fulfilled within budgets set by the College at the outset of each year (1st August to 31st July).

The maximum overall value of the framework is anticipated to be 170 000 GBP (plus VAT) per academic year, This figure should not be taken as contractual and is stated only as a guide.

In addition it is important to note that the volume and value of contracts placed under the framework may vary from year to year dependent on various factors including funding availability and the economic climate.

The College reserves the right to not award appointments to the framework under any or all of the areas listed.

During the term of the framework should a contract opportunity arise that no provider on the framework can fulfil then the College reserves the right to carry out additional advertising

In addition to the "Electronic Access to Information (URL) above, the Tender Invitation

Letter and Joining Instructions are available by e-mail request to [howard.griffiths@sheffcol.ac.uk](mailto:howard.griffiths@sheffcol.ac.uk)

### **II.1.6. CPV code(s)**

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

79340000 Advertising and marketing services, 79342000 Marketing services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

The duration of the framework agreement shall be for 2 years with an option to extend further 1 year. The consultant will be expected to make available to the College a single point of contact for management and administration purposes and manage the contract through an appropriate management structure and the engagement of suitably qualified staff or subcontractors to undertake the service in the following lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying.

The Contractor will be required to ensure that all works are undertaken in a competent manner in compliance with Health and Safety regulations and Employment legislation and in accordance with best practices as they pertain and vary from time to time.

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Estimated value excluding VAT: 510 000 GBP

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 24 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Lot 1: Creative Direction

#### **1) Short description**

Although the design aspect of promotional collateral is important, creative direction is key to positioning the College in a positive way. As required by the business, we expect preferred suppliers to initiate and stimulate creative ideas for promotional campaigns and collateral. We also envisage this service supporting copywriting in order to effectively position our services within the marketplace. Examples of this type of work will be:

- Providing general consultancy to support the College's marketing strategy.
- Creating strap lines / slogans for promotional campaigns.
- Providing creative direction for branding and corporate identity.

— Modifying copy for corporate flyers, prospectuses etc.

It will also be a requirement for a representative from preferred suppliers to attend staff and student meetings as required. This will provide an opportunity for the agency to better understand the College and our customers. Please note that the College will not pay expenses for this work.

It is crucial that the College is able to have confidence in its supplier to provide a robust service and it is therefore important that suppliers are able to provide timely delivery of products in line with the Colleges requirements.

**2) CPV code(s)**

79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79342000 Marketing services

**3) Quantity or scope**

The duration of the framework agreement shall be for 2 years with an option to extend further 1 year. The consultant will be expected to make available to the College a single point of contact for management and administration purposes and manage the contract through an appropriate management structure and the engagement of suitably qualified staff or subcontractors to undertake the service in the following lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying.

The Contractor will be required to ensure that all works are undertaken in a competent manner in compliance with Health and Safety regulations and Employment legislation and in accordance with best practices as they pertain and vary from time to time.

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Estimated value excluding VAT: 150 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 2

Lot title: Lot 2: Creative Design

**1) Short description**

We are striving to achieve a clean, professional and engaging look to promotional work targeted to the appropriate customer group. The design service will be required for a range of collateral such as:

— Flyers, posters, leaflets etc. (Please note, to minimise time, we would expect the preferred supplier to produce a template which can be used for posters and flyers).

— Course guides.

— Display and presentation material such as banners and conference displays

— Corporate stationery such as letterheads, business cards, etc.

— Website / other multimedia graphics and adverts.

Prices quoted for creative design work must include all amendments.

**2) CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services

### 3) Quantity or scope

The duration of the framework agreement shall be for 2 years with an option to extend further 1 year. The consultant will be expected to make available to the College a single point of contact for management and administration purposes and manage the contract through an appropriate management structure and the engagement of suitably qualified staff or subcontractors to undertake the service in the following lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying

The Contractor will be required to ensure that all works are undertaken in a competent manner in compliance with Health and Safety regulations and Employment legislation and in accordance with best practices as they pertain and vary from time to time.

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Estimated value excluding VAT: 150 000 GBP

### 4) Indication about different time frame or duration

### 5) Additional information about lots

Lot No: 3

Lot title: Lot 3: Print

#### 1) Short description

We require suppliers who can deliver a quality product in a responsive and timely manner. For the purpose of the tender, please provide quotations for the following items:

1 Employer Engagement inner leaflets, Information leaflets, Posters, Information Booklets, Glossy Folders, Career / Course Guides, Quick Guides.

2 If appropriate to your business, provide information about innovative printing solutions (e.g. web-to-print) which could benefit the College and differentiate you from your competitors.

3 Can you confirm how your print meets environmental standards and please confirm all paper is to FSC standards or equivalent?

#### 2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,  
79340000 Advertising and marketing services, 79342000 Marketing services

### 3) Quantity or scope

The duration of the framework agreement shall be for 2 years with an option to extend further 1 year. The consultant will be expected to make available to the College a single point of contact for management and administration purposes and manage the contract through an appropriate management structure and the engagement of suitably qualified staff or subcontractors to undertake the service in the following lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying.

The Contractor will be required to ensure that all works are undertaken in a competent manner in compliance with Health and Safety regulations and Employment legislation and in accordance with best practices as they pertain and vary from time to time.

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Estimated value excluding VAT: 105 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 4

Lot title: Lot 4: Campaign Management and Media Buying

**1) Short description**

We require a partner who can support the College to source and book media channels which meet our Strategic Marketing Objectives as well as driving down costs.

**2) CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79342000 Marketing services

**3) Quantity or scope**

The duration of the framework agreement shall be for 2 years with an option to extend further 1 year. The consultant will be expected to make available to the College a single point of contact for management and administration purposes and manage the contract through an appropriate management structure and the engagement of suitably qualified staff or subcontractors to undertake the service in the following lots or combination thereof :

Area 1: Creative Direction.

Area 2: Creative Design.

Area 3: Print.

Area 4: Campaign Management and Media Buying.

The Contractor will be required to ensure that all works are undertaken in a competent manner in compliance with Health and Safety regulations and Employment legislation and in accordance with best practices as they pertain and vary from time to time.

In addition to the "Electronic Access to Information (URL) above Tender Invitation Letter and Joining Instructions are available by e-mail request to [howard.griffiths@sheffcol.ac.uk](mailto:howard.griffiths@sheffcol.ac.uk)

Estimated value excluding VAT: 105 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

Any deposits and guarantees which may be required will be stated in the tender documents.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

The College's 'General Conditions of Purchase for Goods and Services' will apply and are contained in the tender documents.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Any applicable terms, conditions, specifications, costing information and specific College policies and requirements will be stated in the tender documents.

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: To enable the College to consider applications to participate in any lot or lots within the proposed framework invitations to bid are extended to any interested parties on an Open Tender Basis.

Applicants are invited to submit bids as outlined and detailed in the Tender Documents comprising:

Stage 1 (Quality and Qualification Questionnaire) Tenders must be completed in full and must meet a minimum score to be included in the Stage 2 review.

Stage 2 (Tender Submission) the score achieved at this review stage will be added to the Stage 1 score and a combined most Economically Advantageous Quality / Price score will be derived. A minimum score is required to allow participating candidates to be included in the final framework allocations

In addition to the Electronic Access to Information (URL) above, the Tender Invitation Letter and Joining Instructions are available by e-mail request to [howard.griffiths@sheffcol.ac.uk](mailto:howard.griffiths@sheffcol.ac.uk)

#### **III.2.2. Economic and financial ability**

List and brief description of conditions: Refer to 111.2.1 above.

Minimum level(s) of standards possibly required: Refer to 111.2.1 above.

#### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Refer to 111.2.1 above.

Minimum level(s) of standards possibly required:

Refer to 111.2.1 above.

#### **III.2.4. Information about reserved contracts**

##### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

#### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

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

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

## **IV.2. Award criteria**

### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Criteria below

1. Stage 1 (See 3.2.1 above). Weighting 300
2. Stage 2 (See 3.2.1 above). Weighting 200

### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

## **IV.3. Administrative information**

### **IV.3.1. File reference number attributed by the contracting authority**

XColl - MKTG - RofA - 150323 (TSC/HG012)

### **IV.3.2. Previous publication concerning this procedure**

### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 4.9.2015 - 12:00

Payable documents: no

### **IV.3.4. Time limit for receipt of tenders or requests to participate**

14.9.2015 - 12:00

### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in days: 90 (from the date stated for receipt of tender)

### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 3 year (after possible 1 year extension period).

### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **VI.3. Additional information**

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

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

Official name: Not available

**Body responsible for mediation procedures**

Official name: Not available

#### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Stages Standstill Period Action Plan.  
Day 0: Start — Notify Interested Contractors and Tenderers of decision and intention to award contract.

Day 1: Contract Award Notice published.

Day 2: Tenderers to request additional de-briefing (phone, fax, e-mail) before end of day.

Day 3:

Day 4:

Day 5:

Day 6:

Day 7: College must complete additional de-briefing by end of day.

Day 8:

Day 9:

Day 10: End of Standstill period.

Finish: Contract to be concluded if no legal challenge.

Notes:

Note 1: Re — Day 7: If there is a delay in completing the requested de-briefings, the end-date of the standstill period will be extended to ensure 3 working days between the last de-brief and the end of the standstill period which will be a working day.

Note 2: Re — Day 10: The end of the standstill period will not fall on a public holiday or at a weekend.

#### **VI.4.3. Service from which information about the review procedure may be obtained**

Official name: Unknown

#### **VI.5. Date of dispatch of this notice**

6.8.2015