

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

OJ S 231/2015 28/11/2015

Contract award 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 2RL

Country: United Kingdom

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)**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**

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.

NUTS code UKE32 Sheffield

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4. 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 1, 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.

#### **II.1.5. CPV code(s)**

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

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.2. Total value of the contract/lot**

#### **II.2.1. Total value of the contract/lot**

Lowest offer 165 912 and Highest offer 236 218 GBP  
excluding VAT

## **Section IV: Procedure**

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

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

Open

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

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

The most economically advantageous tender in terms of

1. Stage 1 — quality and qualification per tender documents. Weighting 300
2. Stage 2A — tender submission — interview. Weighting 100
3. Stage 2B — tender submissions — financial review. Weighting 100

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

An electronic auction has been 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**

##### **Contract notice**

Notice number in the OJ S: [2015/S 153-281796](#) of 11.8.2015

### **Section V: Award of contract**

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Contract No: XColl-MKTG-RofA-150323 (TSC/HG012)

Lot No: 1

- Lot title: Creative Direction

#### **V.1. Date of conclusion of the contract**

25.11.2015

#### **V.2. Information about tenders**

Number of tenders received: 13

#### **V.3. Name and address of the contractor**

Official name: Core Advertising and Marketing

Postal address: West Studios, Sheffield Road

Town: Chesterfield

Postal code: S41 7LL

Country: United Kingdom

E-mail: [jim@core-agency.co.uk](mailto:jim@core-agency.co.uk)

Telephone: +44 7979647348

Internet address: [www.core-agency.co.uk](http://www.core-agency.co.uk)

#### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 165 000 GBP

excluding VAT

Total value of the procurement:

Lowest offer 40 250 and Highest offer 74 750 GBP

excluding VAT

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: XColl-MKTG-RofA-150323 (TSC/HG012)

Lot No: 2

- Lot title: Creative Design

#### **V.1. Date of conclusion of the contract**

25.11.2015

#### **V.2. Information about tenders**

Number of tenders received: 12

#### **V.3. Name and address of the contractor**

Official name: Defeye Creative  
Postal address: West Studios, Sheffield Road  
Town: Chesterfield  
Postal code: S41 7LL  
Country: United Kingdom  
E-mail: [phil@defeye.co.uk](mailto:phil@defeye.co.uk)  
Telephone: +44 7540445107  
Internet address: [www.defeyecreative.co.uk](http://www.defeyecreative.co.uk)

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 165 000 GBP  
excluding VAT  
Total value of the procurement:  
Lowest offer 54 752 and Highest offer 112 750 GBP  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: XColl-MKTG-RofA-150323 (TSC/HG012)

Lot No: 3

- Lot title: Printing

**V.1. Date of conclusion of the contract**

25.11.2015

**V.2. Information about tenders**

Number of tenders received: 16

**V.3. Name and address of the contractor**

Official name: Ratcliff and Roper  
Postal address: Kilton Road  
Town: Worksop  
Postal code: S80 2EE  
Country: United Kingdom  
E-mail: [david@randrprint.co.uk](mailto:david@randrprint.co.uk)  
Telephone: +44 1909500444  
Fax: +44 1909500614

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 90 000 GBP  
excluding VAT  
Total value of the procurement:  
Lowest offer 45 535 and Highest offer 52 052 GBP  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: XColl-MKTG-RofA-150323 (TSC/HG012)

Lot No: 4

- Lot title: Media Buying

**V.1. Date of conclusion of the contract**

25.11.2015

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: Core Advertising and Marketing

Postal address: West Studios, Sheffield Road

Town: Chesterfield

Postal code: S41 7LL

Country: United Kingdom

E-mail: [jim@core-agency.co.uk](mailto:jim@core-agency.co.uk)

Telephone: +44 797964348

Internet address: [www.core-agency.co.uk](http://www.core-agency.co.uk)

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 90 000 GBP

excluding VAT

Total value of the procurement:

Value: 25 375 GBP

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

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

**VI.2. Additional information****VI.3. Procedures for review****VI.3.1. Review body**

Official name: Estates and Services Department, The Sheffield College

Postal address: Granville Road

Town: Sheffield

Postal code: S2 2RL

Country: United Kingdom

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

Telephone: +44 1142602689

Fax: +44 1142602671

Internet address: [www.sheffcol.ac.uk](http://www.sheffcol.ac.uk)

**VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Estates and Services Department, The Sheffield College

Postal address: Granville Road

Town: Sheffield  
Postal code: S2 2RL  
Country: United Kingdom  
E-mail: [estates@sheffcol.ac.uk](mailto:estates@sheffcol.ac.uk)  
Telephone: +44 1142602689  
Fax: +44 1142602671  
Internet address: [www.sheffcol.ac.uk](http://www.sheffcol.ac.uk)

**VI.4. Date of dispatch of this notice**

26.11.2015