

**GUIDANCE FOR USING THE FRAMEWORK AGREEMENT FOR:**

**EC0689 Provision of Graphic Design**

**2nd May 2016 – 1st May 2021**

**Main Contact**

**Stuart McLean**

**Procurement Manager**

**stuart.mclean@ed.ac.uk**

**0131 650 2509**

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A – Contractors Full Contact Details

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# Can I access this Framework Agreement?

This Framework Agreement can be accessed by any cost centre in the University of Edinburgh, whole and partly owned subsidiary companies.

Before accessing this framework you should determine whether an internal service providers in the University can do the work required:

* [Information Services Graphic Design Service.](http://www.ed.ac.uk/information-services/computing/audio-visual-multi-media/graphic-design)
* [Communications and Marketing](http://www.ed.ac.uk/communications-marketing/resources/publishing)
* [Printing Services](http://www.ed.ac.uk/printing)

# What can I procure from this Framework Agreement?

This Framework Agreement has been tendered by the University of Edinburgh Procurement Office working with key stakeholders and users in the University. The purpose of this Framework Agreement is to deliver an efficient and compliant route to market, by minimising the resource and providing value for money.

This Framework Agreement was procured via the restricted tendering process and advertised on Public Contracts Scotland (PCS) and in the Official Journal of the European Union

## What are the Key Aspects of the specification?

Contractors on this Framework Agreement can provide, as a minimum:

* Design and related services for print materials and digital content e.g. banner adverts, templates
* Branding support

Please see Appendix B for a copy of the specification as used in the Invitation to Tender document or contact the Contract Manager Stuart McLean Contact details are available [at the start of this document.](#_top)

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# Who are the Contractors?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Appointed Contractors** | **Contact Name** | **Email Address** | **Main Web Address** | **Portfolio Pages Credentials)** |
| **APS** | Mike Lynch | Mike.Lynch@theapsgroup.com | [www.theapsgroup.com](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.theapsgroup.com) | <http://credentials.theapsgroup.scot/aps_credentials_uoe.pdf> |
| **Avian** | Harry Hoy | Harry.hoy@avian.co.uk | [www.avian.co.uk](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.avian.co.uk) | <http://avian.co.uk/edinburgh-university/> |
| **Emperor** | Susannah Gerner | susannah.gerner@emperordesign.co.uk | [www.emperordesign.co.uk](http://www.emperordesign.co.uk/) | <http://emperor.works/education> |
| **Evviva** | Catherine Newsom | newsom@evvivabrands.com | [www.evvivabrands.com](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.evvivabrands.com) | [www.evvivabrands.com/services](http://www.evvivabrands.com/services) |
| **Frame** | Jennifer Kyle | jennifer@framecreates.co.uk | [www.visitframe.com](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.visitframe.com) | <http://frame.agency/university-of-edinburgh/> |
| **Hookson** | Naomi Askins | naomi@hookson.com | [http://www.hookson.com](http://www.hookson.com/) | <http://hookson.com/uoe/> |
| **Room for Design** | Martyn Patterson | martyn@roomfordesign.co.uk | [http://www.roomfordesign.co.uk](http://www.roomfordesign.co.uk/) | <http://www.roomfordesign.co.uk/university-of-edinburgh/> |
| **RR Donnelley** | Corey Stewart | corey.stewart@rrd.com | [www.rrdcreative.com](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.rrdcreative.com) | <http://www.rrdcreative.com/uoe/> |
| **Stand** | Maggie Croft | maggiec@stand-united.co.uk | [www.stand-united.co.uk](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.stand-united.co.uk) | [www.behance.net/standagency](http://www.behance.net/standagency) |
| **Sterling** | Melanie Gladstone | mgladstone@sterlingsolutions.co.uk | [www.sterlingsolutions.co.uk](file:///C%3A%5CUsers%5Cstuartm%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CCDVILJ9S%5Cwww.sterlingsolutions.co.uk) | [http://sterlingcreative.co.uk/?page\_id=8​](http://sterlingcreative.co.uk/?page_id=8) |

The following Contractors are appointed to the Framework Agreement as follows:

To appoint a Contractor please refer to the Call-off mechanisms below.

Full Contact Details for each appointed Contractor are located in Appendix A – Contractor’s Full Contact Details

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# How do I select a supplier from the Framework Agreement?

1. Call-off from this Framework Agreement is by means of either “Direct Call Off” where the your budget is less than £7,000 *(not Inc VAT)*
Or
2. Mini Competition if your budget is over £7,000 *(not Inc VAT)*

**Option One – Direct Call off**

This option does not require mini competitions and buyers can approach (call off) individual suppliers for values below the £7,000 based **the agreed maximum price list** and portfolio of previous credentials. Previous credentials are usually gauged via the supplier’s portfolio on their web site, See the specific portfolios on web links above

This route is for services that are lower in value and would be on an ad-hoc basis which, again, cannot be produced by internal service providers.

This option should not be used if you require on-going design services with various products as part of same requirement that will have a value in excess of £7,000. If this is the case the Mini Competition route must be used to select your supplier to work with you over a given period of time or over a set of product deliverables.

The capped rate card can be found in **Appendix B (this is for UoE purposes only and should at no times be shared with the suppliers or out-with the University)**

**Option Two – Mini-Competition**

All the Contractor(s) appointed to the framework must be invited to submit responses to the Institution’s mini-competition as detailed below

Both quality and commercial evaluation criteria must be used in a mini competition tender process.

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# How do I run a Mini-Competition?

For projects over £7,000, (where internal suppliers are unable to deliver) buyers will undertake a mini competition (or mini tender), asking suppliers to tender for the work.

## Step 1 – Develop Mini-Competition Invitation To Quote (ITQ)

Buyers should develop a detailed specification which sets out their specific requirements. When developing the specification please take into consideration the following.

1. A clear design brief is critical in the process helping to foster an understanding between the two parties and ensures that important principles and priorities are established before the designer starts work. The brief should focus on your aims, objectives and milestones for your project rather than setting out a specific physical product or output you are looking for. Most buyers will have in mind a specific product or output that they want designed, and in many instances that is what you will end up with, but an agency may be able to present an alternative approach that you had not considered. Keeping an open mind will help the agency propose the best solution to deliver against your objectives. Ideally your brief will include much of the following:
	1. Background information on your department/school etc. – the agencies on the framework will know the University (and our brand guidelines) but may not know about your specific area
	2. Your aims and objectives for this particular project – what are you actually trying to achieve. e.g. attract staff/ students/customers, attract an audience for an event, raise your profile, create a new identity etc.
	3. Any useful background context for the project and examples of previous work or what competitors have produced
	4. Your target audience – demographics and geography
	5. Budget
	6. Timescale
	7. Targets or success measures
	8. Anything you definitely do not want to do – save your time and theirs by ruling things out from the start if you know that they will not be considered – but keep an open mind, thee may a be a different way to do things.

The ITQ must state the weightings to be applied to the evaluation, and the evaluation methodology to be used. In line with this Framework Agreement, the following criteria should be used, no additional technical criteria can be added but sub-criteria can be introduced but must be relevant to the requirements. However, weightings can be adjusted to reflect individual requirements.

**Evaluation Process**

A **two stage** process has been created to reduce the amount of resource and investment of time for buyers reviewing proposals and for suppliers creating the proposals. **Suppliers will not be asked for creative visuals at stage 1.**

**Stage 1**

Buyers will invite all suppliers to tender for the project based on a detailed brief. Buyers must ensure that ALL Contractors are invited to submit a Quote via an Invitation to Quote (ITQ). Suppliers will respond indicating their interest (or otherwise) in the project demonstrating their credentials, providing outline costs, timings and the approach they would recommend. Examples of previous work could be provided (rather than new visuals) if they feel that to be appropriate.

**Suggested Criteria:**

* Can the supplier provide the requirement or is interested in bidding YES/NO?
* Score their Credentials (70%)
* Score their proposed Cost (30%)



Using the Evaluation Tool:

Note; Charges submitted at the ITT stage are capped and will be the highest rate charged by a Contractor at mini-competition stage.

**Stage 2**

The buyer selects up to three suppliers (top three scores from Stage 1) to interview to discuss the project further and to pitch their creative vision. The scores from previous stage are ignored when then carrying out stage 2 which should only be based on their Creative pitch.

**Suggested Criteria:**

* Creative Pitch Quality (100%)

**The supplier with the Highest score as at stage 2 only, is then awarded.**

[Step 4 –](#Step 4 -Award) Inform suppliers (tope three maximum) to provide a creative pitch

Step 3 - Evaluate responses to stage 1 (Quality and Commercial)

[Step 2 – Issue Mini-Competition Documents](#Step 2 – Issue Mini-Competition Documents)

[Step 1 – Develop Mini-Competition Invitation to Quote](#Step 1 – Develop Mini-Competition Invitation to Quote (ITQ))

[Step 6 –](#Step 4 -Award) Evaluate stage 2

[Step 5 –](#Step 4 -Award) Inform unsuccessful suppliers and provide feedback

[Step 8 –](#Step 4 -Award) Award Supplier

[Step 7 –](#Step 4 -Award) Inform unsuccessful suppliers and provide feedback

Please Note:

* The Terms and Conditions of the Framework Agreement cannot be altered.
* Contractors who are not on the Framework Agreement must not under any circumstances be included in the mini-competition.
* Where there are multiple lots, Contractors can only be selected for the lot in question. Contractors must not be selected from multiple lots

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# What are the Standard Terms and Conditions?

The University has overarching Terms and Conditions that govern the Framework Agreement and any Call-off Contract created through the use of the Framework Agreement.

Please refer to: <http://www.docs.csg.ed.ac.uk/Procurement/Terms_Conditions_2011/Services2011.pdf>

The Terms and Conditions of the Framework Agreement have been defined and agreed at the tender stage and must not be amended. Call-off contract Terms and Conditions such as Payment Terms can only be revised in agreement with the Institution and the Contractor.

## What are the Commercial and Payment terms of the Framework Agreement?

Where applicable Commercial Terms are capped on the Framework Agreement and will be the maximum that can be charged on a Call-off Contract. This capped pricing may be reduced at the time of Mini Competition.

The Procurement office will advise any such change in pricing via this buyers guide, Buy@Ed and via the Procurment Ezine.

Standard Payment terms are 30 days from receipt of a valid invoice.

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# How do I issue my order to the supplier?

A Purchase Order should be issued to the relevant Contractor for each order to be placed. Order frequencies can be daily, weekly, or as otherwise agreed with the Contractor in line with your preferences and needs. Buyers should have contacted the Contractor to finalise the request.

Purchase Order’s should detail, as a minimum:

Text that states “This Purchase Order forms a Call-off Contract from the Framework Agreement EC0689 Provision of Graphic Design

* Name and Address of the Institution for invoice purposes
* Description
* Deliverables and timescales
* The charges including any discounts (as contained in the discount structure)
* Invoicing arrangements and settlement terms

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# How will the Contractor’s performance be measured?

The Procurement Office will contract manage and monitor the performance of the Contractors on the Framework Agreement throughout the duration of the Framework Agreement and will use the following agreed Key Performance Indicators (KPI’s) as a benchmark for MI reporting.

The Contract Manager will:-

* Undertake regular Contract review Meetings
* Liaise with Institutions and UIG’s to gain feedback on Contractor Performance
* Review and Manage Contract Uptake
* Monitor MI Spend and reporting
* Monitor Savings Performance

Please ensure you feedback any Contractor Performance issues to the Contract Manager.

# What are the benefits of using this Framework Agreement?

This Framework Agreement offers the following benefits:

* Access to a framework of designers who understand the University and our context, and will abide by our brand guidelines;
* A pre-competed and compliant route to market providing a vehicle to centralise procurement spend;
* Mitigation of Procurement risk surrounding EU Procurement;
* Reduction in administrative costs and efforts;
* Provides flexibility to determine specific requirements at Call-off Contract in line with the Framework Agreement specification;
* Ceiling rates/maximum pricing defined and agreed for the duration of the Framework Agreement. This pricing can be reduced further if running a mini competition;
* Effective reporting mechanism to obtain accurate, timely and relevant management information;
* Corporate Social Responsibility – adherence to minimum standards;
* Pre-defined and agreed Terms and Conditions;
* Shared risk and management of Contractors.

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# Frequently Asked Questions

**Q:** A Contractor isn’t listed on the Framework Agreement; can I invite them to quote / mini-competition?

**A:** *No; you must only invite the Contractors who have been appointed to the Framework Agreement No additional Contractors can be invited.*

**Q:** Can I invite Contractors from multiple Framework Agreements to quote / mini-competition?

A: *No; you must only invite the Contractors who have been appointed to the Framework Agreement*

**Q:** Can you ‘de-select’ a Contractor from the Framework Agreement because you don’t like them or have had issues in the past?

**A:** *No; you must invite all the Contractors who have been appointed to the Framework Agreement for the lot you wish to Call-off against. Any issues must be raised with the Contract Manager or via the Contract Uptake website.*

**Q:** Can you ask for references or evidence of a Contractor’s relevant experience?

**A:** *No: This is non-compliant with The Public Contracts Scotland (2012) Regulations. The Contractors appointed to the Framework Agreement will already have proved their capability to fulfil the requirements of the Framework Agreement. You may, however, seek relevant information to demonstrate key personnel’s capabilities if they are directly involved in delivery of the Framework Agreement.*

**Q:** When setting up a Call-off Contract from a Framework Agreement does the Contract have to expire on or before the Framework Agreement expires?

**A:** *No: The Call-off Contract has to be awarded before the Framework Agreement expires, but it can be for any length (ideally no more than 5 years) and the expiry date does not have to be concurrent with the expiry date of the Framework Agreement.*

**Q:** Can you combine Contractors from different service lots or geographical lots from the Framework Agreement when inviting participants to a mini-competition?

**A:** *No: You can only invite Contractors appointed to the specific geographical or service lot you are calling off against. Where a combined requirement is expected against a range of service lots, a ‘one-stop’ lot may have been created and this should be utilised.*

**Q:** Can I select any Contractor I want from the Framework Agreement and purchase from them directly?

**A:** *You can only purchase directly from a Contractor if the Framework Agreement has been set up with pre-defined Call-off criteria, otherwise you must go through the Ranking process or a mini competition as set up in the Framework Agreement.*

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# Glossary

**Buyer’s Guide**

A document produced by APUC Ltd (or other contracting authority) which provides an overview of the Agreement that has been let and guidance on how Institutions can access and use the Agreement**.**

**Call-off Contract**

The Call–off contract is the legally binding contract between the institution and the Framework Agreement Contractor which defines the goods/services to be provided.

**Framework Agreement**

A Framework Agreement can be described as a general term for legally binding agreements with providers which set out terms and conditions under which specific purchases (Call-off) can be made throughout the term of the Agreement.

**Mini-Competition**

A Further-competition or mini-competition are terms used to describe one of the processes for selecting a Contractor on a Framework Agreement to place a Call-off contract with. The terms ‘further-competition’ and ‘mini-competition’ are used interchangeably, and within this document, we refer to ‘mini-competition’.

**Lot**

A discrete sub-division of the Authority’s requirements. These sub-divisions can be based on Region, technical / service requirement or any other relevant criteria

**OJEU Notice**

Advertisement issued in the Official Journal of the European Union in respect of this Framework Agreement.

**Contractor**

The successful Tenderer(s) who will be party to the Framework Agreement with responsibility for supplying the goods and/or services.

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APPENDIX A

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Appointed Contractors** | **Contact Name** | **Email Address** | **Web Address** | **Landline** | **Mobile** |
| APS | Mike Lynch | Mike.Lynch@theapsgroup.com | [www.theapsgroup.com](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.theapsgroup.com) | 0131 454 2453 |  |
| Avian | Harry Hoy | Harry.hoy@avian.co.uk | [www.avian.co.uk](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.avian.co.uk) | 01382 427001 | +447770510601 |
| Emperor | Susannah Gerner | susannah.gerner@emperordesign.co.uk | www.emperordesign.co.uk/ | 0131 220 7990 |   |
| Evviva | Catherine Newsom | newsom@evvivabrands.com | [www.evvivabrands.com](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.evvivabrands.com) |   | 07915912622 |
| Frame | Jennifer Kyle | jennifer@framecreates.co.uk | [www.visitframe.com](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.visitframe.com) | 0141 559 5840 |   |
| Hookson | Naomi Askins | naomi@hookson.com | [www.hookson.com](http://www.hookson.com) | 0131 524 7940 | +447889723978 |
| Room for Design | Martyn Patterson | martyn@roomfordesign.co.uk | [www.roomfordesign.co.uk](http://www.roomfordesign.co.uk) | 01609 777554 |   |
| RR Donnelley | Corey Stewart | corey.stewart@rrd.com | [www.rrdcreative.com](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.rrdcreative.com) | 0203 047 5042 | +4407921875463 |
| Stand | Maggie Croft | maggiec@stand-united.co.uk | [www.stand-united.co.uk](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.stand-united.co.uk) | 0141 222 2999 | +447855418688 |
| Sterling | Melanie Gladstone | mgladstone@sterlingsolutions.co.uk | [www.sterlingsolutions.co.uk](file:///C%3A%5CUsers%5Cniallb%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CHGWPI41Z%5Cwww.sterlingsolutions.co.uk) | 08700842100 |   |
|   |   |   |   |   |   |
| **Postal Addresses** |  |  |  |  |  |
| APS Group Scotland Ltd | Avian Communications Ltd | Emperor Design | Evviva Brands Ltd | Frame |   |
| 21 Tennant Street | Brook Street, Broughty Ferry | 4th Floor Charlotte House, 2 South Charlotte Street | Conference House | 100 Brunswick Street |   |
| Edinburgh | Dundee | Edinburgh | Edinburgh | Glasgow |   |
| Edinburgh, City of | Angus | Midlothian | Edinburgh, City of | Lanarkshire |   |
| EH6 5NA | DD5 1DJ | EH2 4AW | eh3 8eb | G1 1TF |   |
|  |  |  |  |  |  |
| Hookson | Room for Design Ltd | RR Donnelley | Stand Ltd | Sterling |   |
| 30 Annnadale Street Lane | Register House | Exchange Place 2, 5 Semple Street | 170 Kelvinhaugh Street | 2 Walker Street |   |
| Edinburgh | Zetland Street | Edinburgh | Glasgow | Edinburgh |   |
| Midlothian | North Yorkshire | Edinburgh, City of | Glasgow City | EH7 3LA |   |
| EH7 4LS | DL6 1NA | EH3 8BL | G3 8PR | Sterling |   |

APPENDIX B

