# **University of Leeds briefing tool for commissioning work from the supplier framework.**

**Useful Information:**

* Supplier Framework and the commissioning processes: [The Creative, Design and Video Supplier Framework overview](https://comms.leeds.ac.uk/creative-design-and-video/)
* The cost of your job determines whether suppliers must tender for the work, please review the [Getting quotes and choosing a supplier page](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) for next steps information.
* Commissioning Photography only: Please visit the [The Photography framework page](https://comms.leeds.ac.uk/photography/)

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| **Project Information** |  |
| **Project Name** |  |
| **Faculty/school/institution or service** |  |
| **Budget** (excluding VAT)  Please specify your maximum budget, or a range you would like to work within. If left blank, The Creative Team will come back to you to discuss further.  *Please view the ‘*[*Getting quotes and choosing a supplier*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) *’ page for threshold information. If your project is over the £5,001 threshold listed, please allow time in your schedule for the tender process documented in the ‘*[*How to go out to tender page’*](https://comms.leeds.ac.uk/creative-design-and-video/how-to-tender/)*.* | (excluding VAT) |

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| **Key Contacts** |  |
| **Commissioner (your name)** |  |
| **Job Title** |  |
| **Email** |  |
| **Phone Number (optional)** |  |
| **Other Information** |  |

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| **Responsibilities during project** |  |
| **Who will be responsible for informing the supplier of their appointment?** |  |
| **Supplier appointment date** |  |
| **Email** |  |
| **Phone number (optional)** |  |
| **Person to sign-off content and/or messaging** |  |
| **Email** |  |
| **Phone number (optional)** |  |
| **Other Information** |  |

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| **Project Schedule** |  |
| *Please view the ‘*[*Getting quotes and choosing a supplier*](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) *’ page for threshold information. If your project is over the £5,001 threshold listed, please allow time in your schedule for the tender process documented in the ‘*[*How to go out to tender page’*](https://comms.leeds.ac.uk/creative-design-and-video/how-to-tender/)*.* |  |
| **Date of Brief** | *dd/mm/yyyy* |
| **Project Briefing Meeting (optional)** | *dd/mm/yyyy* |
| **Project start date** | *dd/mm/yyyy* |
| **Key and/or immovable dates within the timeline** | *dd/mm/yyyy* |
| **Copy, Content, Assets and  material handover.** *(From commissioner to the supplier. i.e. existing assets to be used within the new deliverable) NOTE: The asset form is linked within page 6 of this document.* | *dd/mm/yyyy* |
| **Rounds of feedback** *(How many check points do you require?)* | *dd/mm/yyyy or number* |
| **Sign-off date(s) for outputs/deliverables.**  *(Note: If print assets are required, please ensure you book the work in with PCB when you submit this brief. (Please ensure the asset hand over date allocates time for printing.)* | *dd/mm/yyyy* |
| **Date(s) for supplier to hand over completed outputs/deliverables.** ***(Note: The supplier will hand over the master files to the commissioner at the end of each project.)*** | *dd/mm/yyyy* |
| **Project end date** | *dd/mm/yyyy* |
| **Other Information** |  |

## **Skills Required**

What do you need? *To source a supplier who can service this area please go to the* [*Supplier Framework Skills Groups page*](https://comms.leeds.ac.uk/creative-design-and-video/supplier-framework-skills-groups/) *and view the additional Skills Matrix (PDF)*

Please **select one** of the following:

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| Creative thinking  (ie ideas, campaign concepts, strategy, insight, workshops) |  | Creative Thinking and Delivery of outputs. |  | Delivery of outputs (which require little or no creative thinking, strategy, insight, concepts, and ideas) |  |

Please indicate which services you require for this project using the tick boxes below.   
(*You may select as many as the project requires*).

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| --- | --- | --- | --- |
| Creative Design |  | Creative Video |  |
| Artwork (For Print or Digital) |  | Lecture Capture |  |
| Motion Graphics |  | Photography  (Part of a larger supplier framework project) |  |
| Copywriting and/or developing messaging. *Please provide information.* |  |  |  |

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| Additional Information: |
| If not specified above, please indicate any additional skills or services you require.  *(Please review the* [*Glossary Information*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *page for creative output descriptions)* |
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| **The Brief** |
| Please provide a one-line overview of what you want to do.  *(Please review the* [*Glossary Information*](https://comms.leeds.ac.uk/creative-design-and-video/directory/) *page for creative output descriptions)* |
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| What are your objectives? |
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| Who is your audience and what do you want them to think/feel/do? |
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| What is the key message you want to communicate |
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| How will you measure success (KPIs If any) |
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| What is the main criteria you will judge responses against? (CRITERIA; Creative response. Time/Availability. Interpretation of the brief.  Relevant previous work. Cost/value for money.)  Other. |
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| Other key criteria |
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| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
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| **Channels or Formats** |  |  |
| Where will your outputs be used? |  | Please add additional Information/Links here. |
| Web/Corporate site |  |  |
| Emails |  |  |
| Social Media |  |  |
| YouTube |  |  |
| Digital advertising  *(Google Display Network GIFS  and/or HTML5 etc)* |  |  |
| Print |  |  |
| Other |  |  |

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| Please provide a full list of the assets you require, including as much detail as you can using [the Asset form](https://comms.leeds.ac.uk/wp-content/uploads/sites/51/2023/02/Asset-List.xlsx) (*Platform, size, quantity, file format, spec etc*).  Please send this document with your brief |
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| **Additional Information** |
| Does your output(s) need to work with anything already in existence?  (e.g. an existing campaign style or previous iterations/projects).  Please provide a link to guidance or examples here (if possible) |
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| Please provide any additional information that you think might be useful for the suppliers (eg further project details, additional requests, reference examples etc) |
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| **Accessibility** |
| It is essential to consider accessibility requirements during the briefing phase when communicating with your agency.  Please review the [Digital Accessibility](https://digitalaccessibility.leeds.ac.uk/) pages for more information.  If you are commissioning a video please review the [Video accessibility checklist](https://digitalaccessibility.leeds.ac.uk/quick-fixes/video-accessibility-checklist/):  Some people have disabilities that can make accessing video challenging. By using captions, transcripts, and audio description you can help ensure you meet government regulations. |
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| Are there any additional accessibility or audience requirements?  (*Above and beyond the* [*University accessibility standards*](https://www.leeds.ac.uk/about/doc/accessibility-statement)*)* |
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Please check all your answers above, making sure the information you have provided is accurate and correct. The cost of your job determines whether suppliers must tender for the work, please review the [Getting quotes and choosing a supplier page](https://comms.leeds.ac.uk/creative-design-and-video/getting-quotes-and-choosing-your-supplier/) for next steps.

If you have any questions regarding this process please read [The Creative, Design and Video Supplier Framework overview](https://comms.leeds.ac.uk/creative-design-and-video/) first before contacting [**creative@leeds.ac.uk**](mailto:creative@leeds.ac.uk). The Creative Team aim to respond and action emails within 5 working days.

**If you work in The Communications and Engagement Team or Facilities Directorate, please view the** [**Team SharePoint site**](https://leeds365.sharepoint.com/sites/TEAM-CommunicationsTeam/SitePages/Purchasing.aspx?xsdata=&sdata=ZC81eC9QMzFjYzV2M1VKUGNHcU9TSnh1MGoyVWVvMExJdmxpOVVKNHZGND0%3D&ovuser=bdeaeda8-c81d-45ce-863e-5232a535b7cb%2Cextvg%40leeds.ac.uk&OR=Teams-HL&CT=1683708373967&clickparams=eyJBcHBOYW1lIjoiVGVhbXMtRGVza3RvcCIsIkFwcFZlcnNpb24iOiIyOC8yMzA0MDIwMjcwNSIsIkhhc0ZlZGVyYXRlZFVzZXIiOmZhbHNlfQ%3D%3D) **for threshold information.**