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Tender

## **Creative Agency Support Services**

University of Bath

F02: Contract notice

Notice identifier: 2023/S 000-001280

Procurement identifier (OCID): ocds-h6vhtk-0397d4

Published 16 January 2023, 2:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Bath

Finance & Procurement, University of Bath

Bath

BA2 7AY

#### **Contact**

Liam Kilawee

#### **Email**

[l.kilawee@bath.ac.uk](mailto:l.kilawee@bath.ac.uk)

#### **Telephone**

+44 1225385634

#### **Country**

United Kingdom

**Region code**

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

**National registration number**

85422

**Internet address(es)**

Main address

<https://www.bath.ac.uk/corporate-information/trading-with-the-university-of-bath/>

Buyer's address

<https://www.bath.ac.uk/corporate-information/trading-with-the-university-of-bath/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-services./P3RTX4GKW9>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Creative Agency Support Services

Reference number

UoBath/Proc/1165

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Creative Agency support to compliment and support the Institute of Coding's Marketing objectives

#### **II.1.5) Estimated total value**

Value excluding VAT: £370,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

#### **II.2.4) Description of the procurement**

We are asking the creative agencies in their response to cover:

- An umbrella creative platform idea, which will work with all our audiences. The agency should detail how it would prioritise the audiences, whilst keeping women as target audience one. Please note that the idea should also inspire our internal audiences (IoC colleagues, university partners, government, industry and other stakeholders).

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

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

## **Section IV. Procedure**

### **IV.1) Description**

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

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 February 2023

Local time

2:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

20 February 2023

Local time

2:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-services./P3RTX4GKW9>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/P3RTX4GKW9>

GO Reference: GO-2023116-PRO-21924326

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

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

University of Bath

Finance & Procurement, University of Bath

Bath

BA2 7AY

Email

[L.kilawee@bath.ac.uk](mailto:L.kilawee@bath.ac.uk)

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