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Tender

## Marketing Services

University of Hull

F02: Contract notice

Notice identifier: 2022/S 000-001609

Procurement identifier (OCID): ocds-h6vhtk-030ce2

Published 19 January 2022, 3:02pm

## Section I: Contracting authority

### I.1) Name and addresses

University of Hull

Hull

#### Email

[m.a.upfield@hull.ac.uk](mailto:m.a.upfield@hull.ac.uk)

#### Country

United Kingdom

#### NUTS code

UKE11 - Kingston upon Hull, City of

#### Internet address(es)

Main address

[www.hull.ac.uk](http://www.hull.ac.uk)

### I.3) Communication

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

<https://supplierlive.proactisp2p.com/Account/Login?ReturnUrl=%2FDashboard%3Ff%3DTue&s=Unauthorised>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login?ReturnUrl=%2FDashboard%3Ff%3DTue&s=Unauthorised>

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

Other type

HE

#### **I.5) Main activity**

Education

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## **Section II: Object**

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

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

Marketing Services

Reference number

DN1303

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

- 79342000 - Marketing services

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

Services

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

This ITT is for the provision of Marketing Services which includes Digital Media Services, Out of Home Services and Creative Services. Suppliers have the option to submit a response to all three lots or individual lots.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

#### **II.2.1) Title**

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're looking for a digital supplier that is willing to immerse themselves in all things Hull and essentially operate as an extension to Marketing. We want you to understand what we have to offer, the challenges we face and ultimately help us to change perceptions. We want you to be able to talk about Hull as if it were your own home city, to ensure that our campaign activity delivers on our student recruitment objectives.

#### **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

Yes

Description of renewals

The contact can be extended after the initial term for no longer than 2 subsequent 12 month periods.

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

Variants will be accepted: No

#### **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

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

### **II.2.1) Title**

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

The University of Hull wishes to appoint an experienced Out of Home supplier to manage all outdoor media buying requirements that is willing to immerse themselves in all things Hull and essentially operate as an extension to Marketing. We want you to understand what we have to offer, the challenges we face and ultimately help us to change perceptions. We want you to be able to talk about Hull as if it were your own home city, to ensure that our campaign activity delivers on our student recruitment objectives..

### **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

2

This contract is subject to renewal

Yes

Description of renewals

The contact can be extended after the initial term for no longer than 2 subsequent 12 month periods.

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

Variants will be accepted: No

#### **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

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

#### **II.2.1) Title**

Lot No

3

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We are looking for a creative supplier that is willing to immerse themselves in all things Hull and essentially operate as an extension to the team. Both, in terms of what we have to offer, but also in understanding our challenges and helping us to change perceptions.

#### **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

2

This contract is subject to renewal

Yes

Description of renewals

The contract can be extended after the initial term for no longer than 2 subsequent 12 month periods.

**II.2.10) Information about variants**

Variants will be accepted: No

**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

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## **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

28 February 2022

Local time

12:00pm

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

English

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

Date

28 February 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

University of Hull

Hull

Country

United Kingdom