

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001916-2022>

Tender

## **PURCON 969 Outreach Marketing Partner**

University of East Anglia

F02: Contract notice

Notice identifier: 2022/S 000-001916

Procurement identifier (OCID): ocds-h6vhtk-030e15

Published 21 January 2022, 4:47pm

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

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

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

#### **Contact**

Sian Townshend

#### **Email**

[s.townshend@uea.ac.uk](mailto:s.townshend@uea.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH15 - Norwich and East Norfolk

**Internet address(es)**

Main address

<https://www.uea.ac.uk/>

**I.3) Communication**

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

<https://in-tendhost.co.uk/universityofeastanglia.aspx/Home>

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

---

**Section II: Object**

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

**II.1.1) Title**

PURCON 969 Outreach Marketing Partner

Reference number

PURCON 969

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

## Services

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

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

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

Value excluding VAT: £458,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UKH15 - Norwich and East Norfolk

Main site or place of performance

University of East Anglia

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

The University of East Anglia (UEA) is seeking to appoint a creative partner to work with the Outreach team. Working with, and developing, existing identity guidelines, you will work on and offline across a wide variety of audiences. You will have experience of developing campaigns for the youth market and their influencers (including parents and carers and teachers). The creative partner will work as a strategic lead across all channels and audiences.

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

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

**II.2.6) Estimated value**

Value excluding VAT: £458,000

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

Duration in months

36

This contract is subject to renewal

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

**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

---

## **Section IV. Procedure**

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

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

Restricted 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

24 February 2022

Local time

12:00pm

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

English

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

University of East Anglia

Norwich Research Park, Norwich

Norwich

NR4 7TJ

Country

United Kingdom