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Tender

Advertising & Marketing Services for the Higher Education Sector - UK and/or International.

LIVERPOOL HOPE UNIVERSITY

F02: Contract notice

Notice identifier: 2025/S 000-001945

Procurement identifier (OCID): ocds-h6vhtk-04d4d9

Published 20 January 2025, 5:06pm

Section I: Contracting authority

I.1) Name and addresses

LIVERPOOL HOPE UNIVERSITY

HOPE PARK, TAGGART AVENUE

LIVERPOOL

L169JD

Contact

Steven Parker

Email

procurement@hope.ac.uk

Country

United Kingdom

Region code

UKD72 - Liverpool

Companies House

03285547

Internet address(es)

Main address

<https://www.hope.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/hope.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

Advertising & Marketing Services for the Higher Education Sector - UK and/or International.

Reference number

LHU 00000161

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

This document contains two lots:

1. UK marketing and advertising to support student recruitment
2. International marketing and advertising to support student recruitment

Agencies are invited to tender for one or both of these lots.

Liverpool Hope University is looking to appoint a full-service marketing agency to support the University's objectives up to 2027/28 as outlined in our strategic plan:

? increase UK student recruitment to our undergraduate and postgraduate programmes by 20%

? increase the percentage of international students to 15% of our total student body

We are looking for a company or companies that are as passionate about achieving our goals as we are, working with us in a flexible, innovative and collaborative way.

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

UK marketing and advertising to support student recruitment

Lot No

1

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

II.2.4) Description of the procurement

Liverpool Hope University is looking to appoint a full-service marketing agency to support the University's objectives up to 2027/28 as outlined in our strategic plan:

? increase UK student recruitment to our undergraduate and postgraduate programmes by 20%

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

Potential for an additional 1 year + 1 year extension subject to satisfactory performance.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

To take part in this tender opportunity, please register by visiting <https://intendhost.co.uk/hope/asp/Home> and access project LHU 00000161.

II.2) Description

II.2.1) Title

International marketing and advertising to support student recruitment

Lot No

2

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKD72 - Liverpool

II.2.4) Description of the procurement

Liverpool Hope University is looking to appoint a full-service marketing agency to support the University's objectives up to 2027/28 as outlined in our strategic plan:

? increase the percentage of international students to 15% of our total student body

II.2.5) Award criteria

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documents

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Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

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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: Yes

IV.2) Administrative information

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

Date

5 March 2025

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

5 March 2025

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

To take part in this tender opportunity, please register by visiting <https://intendhost.co.uk/hope.aspx/Home> and access project LHU 00000161.

VI.4) Procedures for review

VI.4.1) Review body

Liverpool Hope University

Liverpool

L16 9JD

Country

United Kingdom