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Tender

## **Marketing Support Services for the Aura Innovation Centre**

University of Hull

F02: Contract notice

Notice identifier: 2021/S 000-002390

Procurement identifier (OCID): ocids-h6vhtk-0290bd

Published 5 February 2021, 4:09pm

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

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

University of Hull

Hull

##### **Email**

[a.e.barkworth@hull.ac.uk](mailto:a.e.barkworth@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>

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>

### **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**

Marketing Support Services for the Aura Innovation Centre

Reference number

DN207

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

- 79340000 - Advertising and marketing services

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

Services

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

We are seeking to appoint suppliers across 4 Lots to deliver marketing support and promotional services for the Aura Innovation Centre. It is expected that these suppliers will be innovative, creative and responsive agencies / consultants / organisations with a track record of developing and delivering outstanding strategic and tactical marketing activity. The successful suppliers will act as an extension to the AIC team and will work closely with the Director, Operations Manager and Marketing and Communications Manager and, where necessary, the University of Hull Marketing & Communications Directorate to ensure consistency of message, tone of voice and brand management

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

Value excluding VAT: £233,333

#### **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**

## Marketing and Communications Services Support

Lot No

1

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

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

This Lot comprises the delivery of a wide range of marketing, communications, brand and website services and we are seeking an experienced full-service agency to provide this ongoing support to the Aura Innovation Centre (AIC), working alongside AIC staff as an extension of the in-house team.

### **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**

Start date

12 April 2021

End date

31 March 2023

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: Yes

Identification of the project

ERDF

## **II.2) Description**

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

Event Management and Marketing

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79950000 - Exhibition, fair and congress organisation services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

This Lot comprises the delivery of one large scale event per annum and includes, but not limited to:

? Event branding

? Event promotion and marketing – multi-channel

? Event management – delivery of a wide range of online and offline events – workshops, conferences, roundtable events, awards ceremonies, press launches etc. (to include pre-, on the day and post-event delivery)

? Support with speaker acquisition and management

? Delegate acquisition and ticket sales

? Programme development

? Attracting sponsors and partners

? Staging and AV

#### **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**

Start date

12 April 2021

End date

31 March 2023

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: Yes

Identification of the project

ERDF

## **II.2) Description**

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

Film and Photography

Lot No

3

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

- 79340000 - Advertising and marketing services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 79961350 - Studio photography services
- 92100000 - Motion picture and video services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

This Lot comprises the delivery of a range of film, animation and photography services including, but not limited to:

? Building (internal and external), headshot, corporate, press, case study and event photography

? Corporate, case study and event film and videography

? Video animation – desired, but not essential

### **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**

Start date

12 April 2021

End date

31 March 2023

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: Yes

Identification of the project

ERDF

## **II.2) Description**

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

Content and Copywriting Services

Lot No



4

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

- 79100000 - Legal services
- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

This Lot comprises the delivery of content and copywriting services including, but not limited to:

? Brand messaging frameworks and hierarchies

? Website content and copy

? Website news, blogs and press releases

? Campaign copy and messaging

? Event invitations

? Briefing documents and speeches

? Case studies

? Newsletters

### **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**

Start date

12 April 2021

End date

31 March 2023

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: Yes

Identification of the project

ERDF

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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

10 March 2021

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

10 March 2021

Local time

1:00pm

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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

Cottingham Road

Hull

HU6 7RX

Country

United Kingdom