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Contract

## **Public Relations Agency for Ravensbourne University London**

Ravensbourne University London

F03: Contract award notice

Notice identifier: 2025/S 000-002430

Procurement identifier (OCID): ocds-h6vhtk-04a359

Published 23 January 2025, 4:16pm

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

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

Ravensbourne University London

Penrose Way

London

SE10 0EW

#### **Email**

[procurement@rave.ac.uk](mailto:procurement@rave.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI - London

#### **National registration number**

N/A

**Internet address(es)**

Main address

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

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/81165>

**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**

Public Relations Agency for Ravensbourne University London

Reference number

EP215 Ravensbourne PR Agency

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

- 79416000 - Public relations services

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

Services

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

Ravensbourne University London (RUL) invites proposals from Public Relations (PR) agencies to provide comprehensive PR services to the University for a three-year period. Subject to mutual agreement, the contract may be extended for a further 12 months.

The selected agency will be responsible for developing and executing PR strategies to enhance Ravensbourne University London's brand visibility with key audiences, build our reputation as a university of choice in our subjects of focus, and improve communications with our external stakeholders. Whilst also making the case for creative education in the UK.

The objective of this tender is to identify and engage a PR agency that can effectively represent RUL, helping in the achievement of its communications objectives. The agency should demonstrate creativity, strategic thinking and a track record of success in PR campaigns.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £300,000

## **II.2) Description**

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

- 79416200 - Public relations consultancy services

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

NUTS codes

- UKI - London
- UK - United Kingdom

Main site or place of performance

London

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

The objective of this tender is to identify and engage a PR agency that can effectively represent Ravensbourne University London, helping in the achievement of its communications objectives. The agency should demonstrate creativity, strategic thinking, and a track record of success in PR campaigns.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-030883](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Public Relations Agency for Ravensbourne University London

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 January 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Pagefield Communications Ltd

Ground Floor, 16 Dufour's Place

London

W1F 7SP

Email

[enquiries@pagefield.co.uk](mailto:enquiries@pagefield.co.uk)

Telephone

+44 2033274061

Country

United Kingdom

NUTS code

- UKI - London

National registration number

GB 998 5663 35

Internet address

<http://www.pagefield.co.uk>

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £300,000

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

London

Country

United Kingdom