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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

Country

United Kingdom

Region code

UKI - London

National registration number

N/A

Internet address(es)

Main address

<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

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

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](#)

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

Country

United Kingdom