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Contract

Advertising Services

University of Wales Trinity Saint David

F03: Contract award notice

Notice identifier: 2023/S 000-002432

Procurement identifier (OCID): ocds-h6vhtk-02e7c0

Published 26 January 2023, 2:07pm

Section I: Contracting authority

I.1) Name and addresses

University of Wales Trinity Saint David

Carmarthen Campus

Carmarthen

SA31 3EP

Email

heidi.davies@uwtsd.ac.uk

Telephone

+44 1267676767

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

<http://www.tsd.ac.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0343

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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 Services

Reference number

UWTSD 2122/161

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The specific provision required will encompass the design, production and placing of advertisements or paid publicity across some or all of the following channels:

Outdoor – billboards, buses, poster sites, targeted appropriately to reach key audiences through an annual recruitment cycle.

Online – targeted online advertising to reach our target audience. This can include social media, PPC, SEM and remarketing.

Print media – local and national press, suitable specific publications.

Other media – radio, subscription music services etc.

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: £85,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The specific provision required will encompass the design, production and placing of advertisements or paid publicity across some or all of the following channels:

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Online – targeted online advertising to reach our target audience. This can include social media, PPC, SEM and remarketing.

Print media – local and national press, suitable specific publications.

Other media – radio, subscription music services etc.

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-024659](#)

Section V. Award of contract

Contract No

UWTSD2122/161

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 January 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Natives Online Ltd

Lees House, 21-33 Dyke Road

Brighton

BN13FE

Telephone

+44 1273734640

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor is an SME

Yes

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

Total value of the contract/lot: £85,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:122195)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom