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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](mailto: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](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

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## **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:

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.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: Yes

### **IV.2) Administrative information**

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

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

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## **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

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## **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