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Tender

Student Marketing and Recruitment to Online MSc Programmes

City University

F02: Contract notice

Notice identifier: 2022/S 000-002872

Procurement identifier (OCID): ocids-h6vhtk-0311d2

Published 1 February 2022, 4:15pm

Section I: Contracting authority

I.1) Name and addresses

City University

Northampton Square

London

EC1V 0HB

Email

david.burrows@city.ac.uk

Telephone

+44 2070408022

Country

United Kingdom

NUTS code

UKI31 - Camden and City of London

Internet address(es)

Main address

www.city.ac.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./7687T34Y56>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Student Marketing and Recruitment to Online MSc Programmes

Reference number

22-1020

II.1.2) Main CPV code

- 79342000 - Marketing services
 - FA01 - For educational use

II.1.3) Type of contract

Services

II.1.4) Short description

City, University of London requires a competent and experienced supplier to provide marketing and recruitment support for online MSc programmes

II.1.5) Estimated total value

Value excluding VAT: £750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Camden and City of London

II.2.4) Description of the procurement

City, University of London's School of Mathematics, Computer Science and Engineering has developed 4 online MSc Courses, and is looking for a competent and experienced supplier to support marketing and recruitment for these courses.

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

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

There will be options to extend the contract by up to a maximum of 24 months.

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see tender documents for further details

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see tender documents for further details

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.2.2) Time limit for receipt of tenders or requests to participate

Date

11 March 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

11 March 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./7687T34Y56>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/7687T34Y56>

GO Reference: GO-202221-PRO-19566924

VI.4) Procedures for review

VI.4.1) Review body

City University

Northampton Square

London

EC1V 0HB

Email

david.burrows@city.ac.uk

Telephone

+44 2070408022

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

City, University of London shall include a minimum 10 (ten) calendar day standstill period following notifying bidders of its intention to award, prior to concluding any contract with the preferred supplier.