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Tender

T22/23_Creative Agency

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2023/S 000-003330

Procurement identifier (OCID): ocds-h6vhtk-03a289

Published 2 February 2023, 6:10pm

Section I: Contracting authority

I.1) Name and addresses

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Email

procurement@aru.ac.uk

Country

United Kingdom

NUTS code

UKH - East of England

Internet address(es)

Main address

www.aru.ac.uk

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

I.3) Communication

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

<https://in-tendhost.co.uk/angliaruskinuniversity>

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

T22/23_Creative Agency

Reference number

T22/23

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Please find attached the Tender documentation relating to the tender for Creative Agencies requirement (issued under the restricted procedure) Please note the closing date for your Selection Questionnaire is 12 noon on 7 March 2022. Tenderers must check that all the documents listed in the contents have been received and are complete in all respects. T22.23_SQ Creative Agency End date for Contract Finder is for information only.

II.1.5) Estimated total value

Value excluding VAT: £300,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH - East of England

Main site or place of performance

East of England

II.2.4) Description of the procurement

ARU are looking for a partner to support us in creating creative assets, both strategy and creative direction, to further our student recruitment agenda. All projects will need to be reflective of our brand and values and will be varied. The agency will help us develop our creative proposition for both Undergraduate (UG) and Postgraduate (PG) markets, UK and International to meet our student recruitment targets (32,000 UG applications and 4,500 PG applications for September 2023). ARU is looking for an agency that meet our values of innovation and ambition and courage and helps us deliver stand out campaigns that are best in class. The length of the contract will be for 24 months with the option for a 12 month extension

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £300,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

1 x 12 month extension

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

1 x 12 month extension

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 documentation

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

7 March 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

24 March 2023

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under regulation 87 into the award process. UK legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in regulation 92