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Tender

## **Marketing Agency Framework**

UNIVERSITY OF SALFORD(THE)

F02: Contract notice

Notice identifier: 2023/S 000-003939

Procurement identifier (OCID): ocds-h6vhtk-03a414

Published 8 February 2023, 5:30pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

UNIVERSITY OF SALFORD(THE)

Maxwell Building

SALFORD

M54WT

#### **Email**

[O.H.Ward@salford.ac.uk](mailto:O.H.Ward@salford.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKD34 - Greater Manchester South West

## **Companies House**

RC000666

## **Internet address(es)**

Main address

<https://www.salford.ac.uk/>

Buyer's address

<https://in-tendhost.co.uk/salford.aspx/Home>

## **I.3) Communication**

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

<https://in-tendhost.co.uk/salford.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/salford.aspx/Home>

## **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**

Marketing Agency Framework

Reference number

UoS/OW/22/23/QTR3/Marketing Agency Framework

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Marketing department require the services of a number of creative and marketing agencies to support them in their ongoing marketing and communication initiatives. To ensure the quality of the brand and maintain effectiveness of output we are looking to strengthen our framework with trusted suppliers who can support our strategy and help us to achieve our objectives.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Creative & Strategy

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

Main site or place of performance

Salford

### **II.2.4) Description of the procurement**

Creative & Strategy

### **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: No

## **II.2) Description**

### **II.2.1) Title**

Design & Artwork

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

### **II.2.4) Description of the procurement**

Design & Artwork

### **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: No

## **II.2) Description**

### **II.2.1) Title**

Media Buying

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

### **II.2.4) Description of the procurement**

Media Buying

### **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: No

## **II.2) Description**

### **II.2.1) Title**

Digital Marketing

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

### **II.2.4) Description of the procurement**

Digital Marketing

### **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: No

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### **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

As per tender documents

##### **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



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

Date

13 March 2023

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: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

13 March 2023

Local time

12:01pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University of Salford

Salford

Country

United Kingdom