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Tender

Creative Development and Marketing Planning Services

University of Bradford

F02: Contract notice

Notice identifier: 2022/S 000-004959

Procurement identifier (OCID): ocds-h6vhtk-0319fb

Published 22 February 2022, 12:15pm

Section I: Contracting authority

I.1) Name and addresses

University of Bradford

Richmond Building

Bradford

BD71DP

Contact

James Platts

Email

J.platts@bradford.ac.uk

Telephone

+44 1274233063

Country

United Kingdom

NUTS code

UKE41 - Bradford

Internet address(es)

Main address

www.brad.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-Bradford:-Marketing-services./8C55HMOV3BB>

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

Creative Development and Marketing Planning Services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract is for the provision of creative development and marketing planning services to support campaigns co-ordinated by the Advertising, Marketing and Insight (AMSI) department. The estimated value of the contract over 3 years is between £50k and £250k per annum – however this is not guaranteed as it is dependent on a number of projects currently in progress or planning stage.

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE41 - Bradford

Main site or place of performance

Bradford

II.2.4) Description of the procurement

This contract is for the provision of creative development and marketing planning services to support campaigns co-ordinated by the Advertising, Marketing and Insight (AMSI) department. The estimated value of the contract over 3 years is between £50k and £250k Per annum – however this is not guaranteed as it is dependent on a number of projects currently in progress or planning stage.

II.2.5) Award criteria

Quality criterion - Name: Understanding of UOB requirements, it's position in the HE sector and its target audience. / Weighting: 15

Quality criterion - Name: Provision of a complete creative service including evidence of effective ROI / Weighting: 15

Quality criterion - Name: Translate brand strategy into creative guidelines and campaign brands. / Weighting: 15

Quality criterion - Name: Dedicated staff structure / Weighting: 10

Quality criterion - Name: Continuous improvement of staff knowledge (own & UoB) / Weighting: 5

Quality criterion - Name: Innovation / Weighting: 5

Quality criterion - Name: Sustainability / Weighting: 5

Cost criterion - Name: Contract price, as per Pricing Schedule in Section 4 / Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £500,000

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.2.13) 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.2.2) Time limit for receipt of tenders or requests to participate

Date

31 March 2022

Local time

12:00pm

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

English, Macedonian

IV.2.7) Conditions for opening of tenders

Date

31 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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

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

<https://neupc.delta-esourcing.com/tenders/UK-UK-Bradford:-Marketing-services./8C55HMOV3BB>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/8C55HMOV3BB>

GO Reference: GO-2022222-PRO-19691838

VI.4) Procedures for review

VI.4.1) Review body

University of Bradford

Richmond Building

Bradford

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+44 1274233063

Country

United Kingdom