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Contract

T23/04_Distance Learning Strategic Digital Marketing

Anglia Ruskin University Higher Education Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-007485

Procurement identifier (OCID): ocds-h6vhtk-03f6ca

Published 8 March 2024, 11:51am

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.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

T23/04_Distance Learning Strategic Digital Marketing

Reference number

T23/04

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The University are looking for a partner to deliver all the services detailed below including strategy, website maintenance and campaign execution to support the achievement of our ambitious distance learning student recruitment plans. The contract value will be in the region of 80k to 120k per annum across key service areas. The core target audience will be UK and international students looking to study at undergraduate or postgraduate level on one of our 40 online distance learning degrees.

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: £396,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 72414000 - Web search engine providers

II.2.3) Place of performance

NUTS codes

- UKH - East of England

II.2.4) Description of the procurement

The University are looking for a partner to deliver all the services detailed below including strategy, website maintenance and campaign execution to support the achievement of our ambitious distance learning student recruitment plans. The contract value will be in the region of 80k to 120k per annum across key service areas. The core target audience will be UK and international students looking to study at undergraduate or postgraduate level on one of our 40 online distance learning degrees.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

2 x 12 months extensions

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

This Tender is being conducted electronically using the Anglia Ruskin University eTendering system which can be found at <https://in-tendhost.co.uk/angliaruskinuniversity/To> receive documents, the users must first register and obtain login details. Existing users should log in to the website and express interest.

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-025010](#)

Section V. Award of contract

Contract No

T23/04

Title

Distance Learning Strategic Digital Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 February 2024

V.2.2) Information about tenders

Number of tenders received: 5

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: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Itineris Ltd

Suffolk

Country

United Kingdom

NUTS code

- UKH14 - Suffolk

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £396,000

Total value of the contract/lot: £396,000

Section VI. Complementary information

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