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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](mailto:Procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH - East of England

## **Internet address(es)**

Main address

[www.aru.ac.uk](http://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

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## **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.

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## **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](#)

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## **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

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## **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