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Tender

Media Agency to support BU's Undergraduate and Postgraduate Student Recruitment

Bournemouth University

F02: Contract notice

Notice identifier: 2021/S 000-007521

Procurement identifier (OCID): ocids-h6vhtk-02a4d2

Published 12 April 2021, 9:35am

Section I: Contracting authority

I.1) Name and addresses

Bournemouth University

Poole House, Talbot Campus, Fern Barrow

Poole

BH12 5BB

Contact

Pauline Dean

Email

pdean@bournemouth.ac.uk

Country

United Kingdom

NUTS code

UKK24 - Bournemouth, Christchurch and Poole

Internet address(es)

Main address

www.bournemouth.ac.uk

I.3) Communication

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

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

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/bournemouthuniversity>

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

Media Agency to support BU's Undergraduate and Postgraduate Student Recruitment

Reference number

GSSPDG0120

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

Bournemouth University (BU) is seeking formal tendered offers for the appointment of a media agency to support BU's Undergraduate and Postgraduate Student Recruitment over the next three years (summer 2021 – Autumn 2024). The first campaigns undertaken by the appointed agency will be BU's 2022 UG and PG campaign

II.1.5) Estimated total value

Value excluding VAT: £8,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK24 - Bournemouth, Christchurch and Poole

Main site or place of performance

Bournemouth University

II.2.4) Description of the procurement

Media Agency to support BU's Undergraduate and Postgraduate Student Recruitment

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: £800,000

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

Start date

9 August 2021

End date

8 August 2024

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

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: No

IV.2) Administrative information

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

Date

5 May 2021

Local time

12:00pm

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.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

Bournemouth University

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pdean@bournemouth.ac.uk

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Internet address

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