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Opportunity

Chinese Media and Website Development Services

UNIVERSITY OF DERBY

F02: Contract notice

Notice reference: 2021/S 000-007982

Published: 15 April 2021, 7:49pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF DERBY

Kedleston Road

DERBY

DE221GB

Contact

Denise China

Email

procurement@derby.ac.uk

Telephone

+44 1332592004

Country

United Kingdom

NUTS code

UKF - East Midlands (England)

Internet address(es)

Main address

www.derby.ac.uk

I.3) Communication

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

<https://www.derby.ac.uk/services/finance/procurement-suppliers-and-tendering/supplier-info/prospective-suppliers/>

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

Chinese Media and Website Development Services

Reference number

PROC MJW ITT/314

II.1.2) Main CPV code

- 79342410 - Electronic auction services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Derby wishes to invite tenders for the award of a digital media, advertising, and website management contract. The appointed contractor will be required to work with the University's Marketing and Communications and International departments to provide proactive strategic and tactical media buying and website management services to complement the University's core Chinese marketing and recruitment activities.

China has been identified as a tier 1 market for the University of Derby, with ambitious student recruitment growth targets. The appointed contractor will support the University's corporate objectives and enhance engagement and recruitment across various stakeholder audiences. This will require the development of integrated multi-channel campaign plans that are critical to enhancing the University's brand profile in China.

The University of Derby is continually growing and so may expand over the duration of the contract.

The contract duration is for two years from the contract start date with the option to extend for one year plus one further year. The estimated value of the services to be ordered under the contract will be between £80,000 and £120,000 (excluding VAT) over the two years of the contract for Lots 1 and 2 combined, split approximately 80% media and 20% web services.

The contract with the current provider expires at the end of July 2021 and the new contract will start from 1 August 2021, however it is required to be in place prior to the start date to allow time for on-boarding etc.

II.1.5) Estimated total value

Value excluding VAT: £240,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

One supplier can be awarded Lot 1 and Lot 2, or one supplier per lot

II.2) Description

II.2.1) Title

Chinese Media Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

Chinese Media Services

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: £192,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Further tender after either 24 months or 48 months

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Web services

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

Website development and management of University of Derby microsite, university of derby.cn

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: £48,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Will be re tendered after either 24 months or 48 months

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: 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

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

17 May 2021

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

IV.2.7) Conditions for opening of tenders

Date

17 May 2021

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

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

Finance Director

Derby

Country

United Kingdom