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Contract

## **Creative Agency Support Services**

University of Bath

F03: Contract award notice

Notice identifier: 2023/S 000-008234

Procurement identifier (OCID): ocds-h6vhtk-03b4e1

Published 21 March 2023, 7:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Bath

Finance & Procurement, University of Bath

Bath

BA2 7AY

#### **Contact**

Liam Kilawee

#### **Email**

[l.kilawee@bath.ac.uk](mailto:l.kilawee@bath.ac.uk)

#### **Telephone**

+44 1225385634

#### **Country**

United Kingdom

**Region code**

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

**National registration number**

85422

**Internet address(es)**

Main address

<https://www.bath.ac.uk/corporate-information/trading-with-the-university-of-bath/>

Buyer's address

<https://www.bath.ac.uk/corporate-information/trading-with-the-university-of-bath/>

**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**

Creative Agency Support Services

Reference number

UoBath/Proc/1165

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Creative Agency support to compliment and support the Institute of Coding's Marketing objectives

#### **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: £354,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

#### **II.2.4) Description of the procurement**

We are asking the creative agencies in their response to cover: •An umbrella creative platform idea, which will work with all our audiences. The agency should detail how it would prioritise the audiences, whilst keeping women as target audience one. Please note that the idea should also inspire our internal audiences (IoC colleagues, university partners, government, industry and other stakeholders).

#### **II.2.5) Award criteria**

Price

#### **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

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 003-000007](#)

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## **Section V. Award of contract**

### **Contract No**

UoBath/Proc/1165

### **Title**

Request for Quotations Creative Agency Support Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

17 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

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**

Always Be Content Limited

75 Trafalgar Lane

Edinburgh

EH6 4DQ

Email

[Pete.martin@alwaysbecontent.com](mailto:Pete.martin@alwaysbecontent.com)

Telephone

+44 7984668281

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

National registration number

SC558181

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £354

Total value of the contract/lot: £354,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=769924051>

GO Reference: GO-2023321-PRO-22362079

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

University of Bath

Finance & Procurement, University of Bath

Bath

BA2 7AY

Email

[L.kilawee@bath.ac.uk](mailto:L.kilawee@bath.ac.uk)

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