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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

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

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

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](#)

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

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

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

Telephone

+44 1225385634

Country

United Kingdom