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Contract

Marketing Support Services for the Aura Innovation Centre

University of Hull

F03: Contract award notice

Notice identifier: 2021/S 000-008531

Procurement identifier (OCID): ocds-h6vhtk-0290bd

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Section I: Contracting authority

I.1) Name and addresses

University of Hull

Hull

HU6 7RX

Contact

Adam Barkworth

Email

a.e.barkworth@hull.ac.uk

Telephone

+44 1482462028

Country

United Kingdom

NUTS code

UKE11 - Kingston upon Hull, City of

Internet address(es)

Main address

www.hull.ac.uk

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

Marketing Support Services for the Aura Innovation Centre

Reference number

DN207

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are seeking to appoint suppliers across 4 Lots to deliver marketing support and promotional services for the Aura Innovation Centre. It is expected that these suppliers will be innovative, creative and responsive agencies / consultants / organisations with a track record of developing and delivering outstanding strategic and tactical marketing activity. The successful suppliers will act as an extension to the AIC team and will work closely with the Director, Operations Manager and Marketing and Communications Manager and, where necessary, the University of Hull Marketing & Communications Directorate to ensure consistency of message, tone of voice and brand management.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £233,333

II.2) Description

II.2.1) Title

Marketing and Communications Services Support

Lot No

1

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

This Lot comprises the delivery of a wide range of marketing, communications, brand and website services and we are seeking an experienced full-service agency to provide this ongoing support to the Aura Innovation Centre (AIC), working alongside AIC staff as an

extension of the in-house team.

II.2.5) Award criteria

Quality criterion - Name: Price is not the only award criteria. All criteria as stated in the procurement documents. / Weighting: 85

Price - Weighting: 15

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: Yes

Identification of the project

ERDF

II.2) Description

II.2.1) Title

Event Management and Marketing

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

This Lot comprises the delivery of one large scale event per annum and includes, but not limited to:

Event branding

Event promotion and marketing – multi-channel

Event management – delivery of a wide range of online and offline events – workshops, conferences, roundtable events, awards ceremonies, press launches etc. (to include pre-, on the day and post-event delivery)

Support with speaker acquisition and management

Delegate acquisition and ticket sales

Programme development

Attracting sponsors and partners

Staging and AV

II.2.5) Award criteria

Quality criterion - Name: Price is not the only award criteria. All criteria as stated in the procurement documents. / Weighting: 85

Price - Weighting: 15

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: Yes

Identification of the project

ERDF

II.2) Description

II.2.1) Title

Film and Photography

Lot No

3

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92000000 - Recreational, cultural and sporting services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

This Lot comprises the delivery of a range of film, animation and photography services including, but not limited to:

Building (internal and external), headshot, corporate, press, case study and event photography

Corporate, case study and event film and videography

Video animation – desired, but not essential

II.2.5) Award criteria

Quality criterion - Name: Price is not the only award criteria. All criteria as stated in the procurement documents. / Weighting: 85

Price - Weighting: 15

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: Yes

Identification of the project

ERDF

II.2) Description

II.2.1) Title

Content and Copywriting Services

Lot No

4

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

This Lot comprises the delivery of content and copywriting services including, but not limited to:

Brand messaging frameworks and hierarchies

Website content and copy

Website news, blogs and press releases

Campaign copy and messaging

Event invitations

Briefing documents and speeches

Case studies

Newsletters

II.2.5) Award criteria

Quality criterion - Name: Price is not the only award criteria. All criteria as stated in the procurement documents. / Weighting: 85

Price - Weighting: 15

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: Yes

Identification of the project

ERDF

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-002390](#)

Section V. Award of contract

Lot No

1

Title

Marketing & Communications Services Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 April 2021

V.2.2) Information about tenders

Number of tenders received: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Sowden & Sowden Ltd

26A The Weir

Hessle

HU13 0RU

Country

United Kingdom

NUTS code

- UKE12 - East Riding of Yorkshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £133,333

Section V. Award of contract

Lot No

2

Title

Event Management & Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 April 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Sowden & Sowden Ltd.

26A The Weir

Hessle

HU13 0RU

Country

United Kingdom

NUTS code

- UKE12 - East Riding of Yorkshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £58,333

Section V. Award of contract

Lot No

3

Title

Film & Photography

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 April 2021

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Astor Film Productions Ltd

Unit 10, 161 High Street

Hull

HU1 1NQ

Country

United Kingdom

NUTS code

- UKE11 - Kingston upon Hull, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Clay10 Creative

Ergo Building, Bridgehead Business Park

Hull

HU13 0GD

Country

United Kingdom

NUTS code

- UKE12 - East Riding of Yorkshire

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

World Wide Group

Unit 7 Madison Court, George Mann Road

Leeds

LS10 1DX

Country

United Kingdom

NUTS code

- UKE42 - Leeds

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £21,667 taken into consideration

Section V. Award of contract

Lot No

4

Title

Copywriting Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 April 2021

V.2.2) Information about tenders

Number of tenders received: 12

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Sowden & Sowden Ltd.

26A The Weir

Hessle

HU13 0RU

Country

United Kingdom

NUTS code

- UKE12 - East Riding of Yorkshire

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Pace Communications Ltd.

Wykeland House, 47 Queen Street

Hull

HU1 1UU

Country

United Kingdom

NUTS code

- UKE11 - Kingston upon Hull, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ron Finlay Communications Limited

12 Grey Close

London

NW11 6QG

Country

United Kingdom

NUTS code

- UKI7 - Outer London – West and North West

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £20,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Hull

Cottingham Road

Hull

HU6 7RX

Country

United Kingdom