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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): ocids-h6vhtk-0290bd

Published 21 April 2021, 4:52pm

### **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](mailto: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](http://www.hull.ac.uk)

**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**

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

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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: Yes

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

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

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

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## **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

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## **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

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**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

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**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

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## **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