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Contract

T1087 CER Advertising and Marketing

University of Essex

F03: Contract award notice

Notice identifier: 2025/S 000-014861

Procurement identifier (OCID): ocds-h6vhtk-049909

Published 14 April 2025, 10:53am

Section I: Contracting authority

I.1) Name and addresses

University of Essex

Wivenhoe Park

Colchester

CO4 3SQ

Email

procure@essex.ac.uk

Country

United Kingdom

Region code

UKH3 - Essex

Internet address(es)

Main address

<http://www.essex.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

T1087 CER Advertising and Marketing

Reference number

DN2792

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Essex runs numerous advertising campaigns each year to attract students

to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing

is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £5,000,000 / Highest offer: £10,000,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

The University of Essex runs numerous advertising campaigns each year to attract students

to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing

is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

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

Restricted 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: [2024/S 000-028708](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

T1087

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 April 2025

V.2.2) Information about tenders

Number of tenders received: 15

Number of tenders received by electronic means: 15

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

V.2.3) Name and address of the contractor

SMRS Ltd

2 Express, 3 George Leigh Street

Manchester

M4 6BD

Country

United Kingdom

NUTS code

- UKD33 - Manchester

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £10,000,000

Lowest offer: £5,000,000 / Highest offer: £10,000,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom