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#### Contract

# **Chinese Media and Website Development**

UNIVERSITY OF DERBY

F03: Contract award notice

Notice identifier: 2021/S 000-015560

Procurement identifier (OCID): ocds-h6vhtk-02a69f

Published 6 July 2021, 1:46pm

# **Section I: Contracting authority**

# I.1) Name and addresses

UNIVERSITY OF DERBY

**Kedleston Road** 

**DERBY** 

DE221GB

#### **Email**

procurement@derby.ac.uk

## Country

**United Kingdom** 

#### **NUTS** code

UKF - East Midlands (England)

## Internet address(es)

Main address

### www.derby.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

Chinese Media and Website Development

Reference number

PROC MJW ITT/314

### II.1.2) Main CPV code

• 79342000 - Marketing services

# II.1.3) Type of contract

Services

### II.1.4) Short description

Provision of a digital media, advertising, and website management contract. Working with the University's Marketing and Communications and International departments to provide proactive strategic and tactical media buying and website management services to complement the University's core Chinese marketing and recruitment activities.

#### II.1.6) Information about lots

This contract is divided into lots: Yes

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

Lowest offer: £164,400 / Highest offer: £415,000 taken into consideration

# II.2) Description

## II.2.1) Title

Chinese Media Services

Lot No

1

# II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

### II.2.3) Place of performance

**NUTS** codes

• UKF - East Midlands (England)

## II.2.4) Description of the procurement

Chinese Media Services

### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### II.2.11) Information about options

Options: Yes

Description of options

Contract is for 2 years with an option to extend for a further 1 + 1 years

# II.2) Description

## II.2.1) Title

Web Services

Lot No

2

# II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

## II.2.3) Place of performance

**NUTS** codes

• UKF - East Midlands (England)

# II.2.4) Description of the procurement

Web Services

# II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 100

Price - Weighting: 0

# II.2.11) Information about options

Options: Yes

Description of options

Contract for 2 years with an option to extend for a further 1 + 1 years

# Section IV. Procedure

## **IV.1) Description**

### IV.1.1) Type of procedure

Open procedure

### IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

## 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 000-007982

# Section V. Award of contract

A contract/lot is awarded: Yes

# V.2) Award of contract

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

5 July 2021

### V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

### V.2.3) Name and address of the contractor

PingPong Digital

WeWork, 55 Colmore Row

Birmingham

B32AA

Country

**United Kingdom** 

**NUTS** code

• UKG - West Midlands (England)

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: £192,000

Lowest offer: £160,000 / Highest offer: £400,000 taken into consideration

# Section V. Award of contract

A contract/lot is awarded: Yes

# V.2) Award of contract

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

5 July 2021

### V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 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

PingPong Digital

WeWork, 55 Colmore Row

Birmingham

B32AA

Country

**United Kingdom** 

**NUTS** code

• UKG - West Midlands (England)

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: £48,000

Lowest offer: £4,400 / Highest offer: £15,000 taken into consideration

# **Section VI. Complementary information**

# VI.4) Procedures for review

VI.4.1) Review body

University of Derby

Derby

Country

**United Kingdom**