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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