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Tender

Contract for Creative Agency Services

UNIVERSITY OF WINCHESTER

F02: Contract notice

Notice identifier: 2023/S 000-017264

Procurement identifier (OCID): ocds-h6vhtk-03d744

Published 16 June 2023, 8:04pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF WINCHESTER

Sparkford Road

WINCHESTER

SO224NR

Contact

Andrew Gannon

Email

andrew.gannon@winchester.ac.uk

Telephone

+44 1962844555

Country

United Kingdom

Region code

UKJ36 - Central Hampshire

Charity Commission (England and Wales)

University of Winchester

Internet address(es)

Main address

www.winchester.ac.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/winchester.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/winchester.aspx/Home>

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

Contract for Creative Agency Services

Reference number

Tender Ref: 23/AG/003

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Winchester is looking to setup a Framework of suppliers to help build on its newly refreshed brand identity. By taking on the role of one of our Creative Agencies you will be developing key campaigns and collateral for the University to ensure successful embedding of our new brand identity. The Agencies will work closely and constructively with our in-house marketing and design teams.

Full details can be found at: <https://in-tendhost.co.uk/winchester.aspx/Home>

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

University of Winchester

Sparkford Rd

Winchester

II.2.4) Description of the procurement

The University is looking to setup a Framework of suppliers to help build on its newly refreshed brand identity. By taking on the role of one of our Creative Agencies you will be developing key campaigns and collateral for the University to ensure successful embedding of our new brand identity. The Agencies will work closely and constructively with our in-house marketing and design teams.

Full details can be found at: <https://in-tendhost.co.uk/winchester.aspx/Home>

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Two year contract with the option to extend for two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Two year contract with the option to extend for two years

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

19 July 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

20 July 2023

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Winchester

Winchester

Country

United Kingdom