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Contract

T22/23_Creative Agency

Anglia Ruskin University Higher Education Corporation

F03: Contract award notice

Notice identifier: 2023/S 000-017612

Procurement identifier (OCID): ocds-h6vhtk-03a289

Published 21 June 2023, 9:18am

Section I: Contracting authority

I.1) Name and addresses

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Email

procurement@aru.ac.uk

Country

United Kingdom

NUTS code

UKH - East of England

Internet address(es)

Main address

www.aru.ac.uk

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

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

T22/23_Creative Agency

Reference number

T22/23

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This notice is in relation to the award for a Creative Agency.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £300,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH - East of England

Main site or place of performance

East of England

II.2.4) Description of the procurement

ARU are looking for a partner to support us in creating creative assets, both strategy and creative direction, to further our student recruitment agenda. All projects will need to be reflective of our brand and values and will be varied. The agency will help us develop our creative proposition for both Undergraduate (UG) and Postgraduate (PG) markets, UK and International to meet our student recruitment targets (32,000 UG applications and 4,500 PG applications for September 2023). ARU is looking for an agency that meet our values of innovation and ambition and courage and helps us deliver stand out campaigns that are best in class. The length of the contract will be for 24 months with the option for a 12 month extension

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

1 x 12 month extension

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: [2023/S 000-003330](#)

Section V. Award of contract

Contract No

T22/23

Title

Creative Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 June 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 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

PS London Limited

Angel Wharf, 53 Eagle Wharf Road, London, N1 7ER

London

N1 7ER

Country

United Kingdom

NUTS code

- UKI - London

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: £300,000

Total value of the contract/lot: £300,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Country

United Kingdom