This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/017612-2023">https://www.find-tender.service.gov.uk/Notice/017612-2023</a>

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: <u>2023/S 000-003330</u>

## 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