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Tender

Digital Marketing & Digital Marketing Framework

Bath Spa University

F02: Contract notice

Notice identifier: 2022/S 000-017825

Procurement identifier (OCID): ocds-h6vhtk-034c47

Published 29 June 2022, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

Bath Spa University

Newton Park,

Bath

BA2 9BN

Contact

Procurement

Email

procurement@bathsp.ac.uk

Telephone

+44 1225875338

Country

United Kingdom

NUTS code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

National registration number

United Kingdom

Internet address(es)

Main address

www.bathspa.ac.uk

Buyer's address

www.bathspa.ac.uk

I.3) Communication

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

<https://www.delta-esourcing.com/delta/project/buyer/editContractNotice.html?id=701835932&type=ContractNotice>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Digital Marketing & Digital Marketing Framework

Reference number

CS020-Mrl

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this Framework Agreement is to provide BSU with a new, open and transparent approach for media buying & Digital, Data & Insight Services, with the Agency providing the best possible outcomes for marketing/advertising campaigns whilst providing value.

II.1.5) Estimated total value

Value excluding VAT: £2,200,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKK - South West (England)

Main site or place of performance

SOUTH WEST (ENGLAND)

II.2.4) Description of the procurement

The Agency will execute media plans to purchase media space regionally, nationally and internationally across a range of different channels and platforms to reach all audiences as required.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £1,200,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

6 Months before the framework end

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

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II.2) Description

II.2.1) Title

Lot 2 - Digital, Data & Insight Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKK - South West (England)

Main site or place of performance

SOUTH WEST (ENGLAND)

II.2.4) Description of the procurement

The Agency will obtain UCAS and similar data and offer BSU review sessions to deliver analysis throughout the cycle at key points.

This shall provide BSU with Digital, Data & Insight Services. The tenderer shall offer specialist strategic support and will be accountable overall for the joint work plan and service delivery.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £12,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

6 Months before the end of the existing Framework

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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 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

Restricted procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

Date

5 August 2022

Local time

2:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

12 August 2022

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 6 Month before the end of this framework

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-management-consultancy-services./5U9NR7F6Q5>

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GO Reference: GO-2022629-PRO-20521477

VI.4) Procedures for review

VI.4.1) Review body

CEDR Model Mediation Procedure

London

Country

United Kingdom

