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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](mailto: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](http://www.bathspa.ac.uk)

Buyer's address

[www.bathspa.ac.uk](http://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

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## **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**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/5U9NR7F6Q5>

## **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

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## **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

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## **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)

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## **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>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/5U9NR7F6Q5>

GO Reference: GO-2022629-PRO-20521477

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

CEDR Model Mediation Procedure

London

Country

United Kingdom