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Tender

UCA - Marketing Agency Support 2024

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F02: Contract notice

Notice identifier: 2024/S 000-017984

Procurement identifier (OCID): ocds-h6vhtk-046ef7

Published 11 June 2024, 12:46pm

Section I: Contracting authority

I.1) Name and addresses

UCA - Marketing Agency Support 2024

Falkner Rd, Farnham, Surrey

Farnham

GU9 7DS

Email

patrick.tuite@uca.ac.uk

Country

United Kingdom

NUTS code

UKJ25 - West Surrey

Internet address(es)

Main address

<https://www.uca.ac.uk/>

Buyer's address

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

I.3) Communication

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

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

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

I.4) Type of the contracting authority

Other type

University

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

UCA - Marketing Agency Support 2024

Reference number

UCA-073-MAR-2024

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The Marketing and External Relations Department of the University for the Creative Arts (UCA) would like to invite suppliers to partake in a tender to appoint media agencies for the provision of paid media advertising over the next three years (plus extensions) , across digital, print and OOH. At completion of this tendering process, one agency will be awarded a full-service contract for 3 years, and up to two more will be set up as suppliers to be approached by UCA on a project-by-project basis to offer additional support where needed. All contracts will be subject to an optional one-year extension at UCA's discretion. UCA reserves the right to terminate and tender any of these contracts independently of each other. Further information regarding the University's requirements can be found within the provided Tender Pack.

II.1.5) Estimated total value

Value excluding VAT: £3,200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

This tender is being ran via the Restricted procedure, as per UK Statutory Instruments, 2015, No. 102, PART 2, CHAPTER 2, SECTION 3, Regulation 28. The process will be split into 2 stages. The first stage will consist of this Selection Questionnaire (SQ). The SQ will be used to ascertain suppliers technical and financial capability at delivering comparable contracts as well as their suitability for delivering public contracts. All tender document available at the point of publishing will be made available along with the SQ documentation but are all provided in a draft format and are all subject to amendment at the Invitation to Tender (ITT) stage, as well as being supplemented or replaced by other documents.

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: £3,200,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

The process for the selection of suitably qualified bidders is detailed within the tender documents.

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Full details can be found within the tender documents provided.

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.1.8) 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

12 July 2024

Local time

1:00pm

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

15 July 2024

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: No

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Any complaints about the procurement process should in the first instance be addressed to patrick.tuite@uca.ac.uk