

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/018411-2022>

Tender

## **Henley Business School Marketing Partner**

University of Reading

F02: Contract notice

Notice identifier: 2022/S 000-018411

Procurement identifier (OCID): ocds-h6vhtk-034e93

Published 5 July 2022, 4:47pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Reading

Miller Building, P.O. Box 227, Whiteknights

Reading

RG6 6AB

#### **Contact**

Susan Morse

#### **Email**

[s.morse@reading.ac.uk](mailto:s.morse@reading.ac.uk)

#### **Telephone**

+44 1183788305

#### **Country**

United Kingdom

**NUTS code**

UKJ11 - Berkshire

**Internet address(es)**

Main address

[www.reading.ac.uk/procurement](http://www.reading.ac.uk/procurement)

Buyer's address

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

**I.3) Communication**

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

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

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/theuniversityofreading>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

**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**

Henley Business School Marketing Partner

Reference number

UOR-MAR-22-006

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Henley is looking for a creative and innovative agency to support a broad range of marketing activities which underpin the business school's ambitions and plans for growth. Our markets are global, the needs and preferences of our audiences are changing, and competition is increasing. The following three capabilities are important for us to develop a high performing marketing strategy.

#### **II.1.5) Estimated total value**

Value excluding VAT: £5,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UKJ11 - Berkshire

#### **II.2.4) Description of the procurement**

Henley is looking for a creative and innovative agency to support a broad range of marketing activities which underpin the business school's ambitions and plans for growth. Our markets are global, the needs and preferences of our audiences are changing, and competition is increasing. The following three capabilities are important for us to develop a high performing marketing strategy.

#### **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: £5,000,000

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

Duration in months

60

This contract is subject to renewal

No

#### **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.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

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

Date

9 September 2022

Local time

12:00pm

#### **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: 6 (from the date stated for receipt of tender)

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

LegalServices

PO BOX 217 Whiteknights House

Reading

RG6 6AH

Email

[legalservices@reading.ac.uk](mailto:legalservices@reading.ac.uk)

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Legalservices

PO BOX 217 Whiteknights House

Reading

RG6 6AH

Country

United Kingdom