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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

Telephone

+44 1183788305

Country

United Kingdom

NUTS code

UKJ11 - Berkshire

Internet address(es)

Main address

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

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Legalservices

PO BOX 217 Whiteknights House

Reading

RG6 6AH

Country

United Kingdom