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Tender

Marketing & Communications Services

The University of Bath

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-018727

Procurement identifier (OCID): ocids-h6vhtk-050c27

Published 2 May 2025, 12:05pm

Scope

Description

Established in 2002, SETsquared is a unique enterprise partnership between the six leading research-led UK universities of Bath, Bristol, Cardiff, Exeter, Southampton and Surrey. Its mission is to turn innovation into thriving business, maximising the impact of a combined £600m research portfolio and driving social and economic impact by supporting academics, students and regional businesses with world-leading business incubation, innovation, and growth support services. To date, the partnership has collectively created over 200 spin-out companies, supported over 5,000 entrepreneurs working in the most challenging fields of science and technology, and helped businesses raise over £5bn in investment and funding.

We now seek a marketing and communications agency to work with us over an initial 12-month term (with up to four one-year extensions). Key responsibilities include end-to-end support for flagship events (notably our annual Investment Showcase and associated webinars), recruitment campaigns for new programmes, strategic content and social-media planning, HubSpot-based newsletter and CRM management, website and innovation-platform maintenance, branding stewardship, and ongoing creation of digital, print and video materials

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

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Advertising-and-marketing-services./RB345YFE8D>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/RB345YFE8D>

Total value (estimated)

- £275,000 excluding VAT
- £330,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 July 2025 to 2 July 2026
- Possible extension to 2 July 2030
- 5 years, 2 days

Description of possible extension:

4 x 1 Years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

21 May 2025, 1:00pm

Tender submission deadline

3 June 2025, 1:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/RB345YFE8D>

Tenders may be submitted electronically

No

Languages that may be used for submission

English

Award decision date (estimated)

18 June 2025

Award criteria

Name	Description	Type	Weighting
Price	Long criteria description	Price	40%
Quality: Outline Approach	Long criteria description	Quality	30%
Quality: Experience	Long criteria description	Quality	30%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Technical specifications to be met

<https://www.delta-esourcing.com/respond/RB345YFE8D>

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Contracting authority

The University of Bath

- Public Procurement Organisation Number: PNGV-7869-ZHZQ

Claverton Down

Bath

Ba2 7AY

United Kingdom

Contact name: Lewis Haynes

Email: lh295@bath.ac.uk

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

Organisation type: Public authority - sub-central government