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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): ocds-h6vhtk-050c27 ([view related notices](#))

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

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## **Participation**

### **Particular suitability**

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

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## **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

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**Award criteria**

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

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**Other information****Applicable trade agreements**

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

**Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Open procedure

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## 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](mailto:lh295@bath.ac.uk)

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

Organisation type: Public authority - sub-central government