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Contract

## **York College ITT for Media Services**

York College

F03: Contract award notice

Notice identifier: 2021/S 000-018779

Procurement identifier (OCID): ocds-h6vhtk-0293f4

Published 4 August 2021, 2:45pm

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

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

York College

Sim Balk Lane, Bishopthorpe

York

YO23 2BB

#### **Email**

[rachel.turner@tenetservices.com](mailto:rachel.turner@tenetservices.com)

#### **Telephone**

+44 1376511411

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.yorkcollege.ac.uk/>

Buyer's address

<http://www.yorkcollege.ac.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

York College ITT for Media Services

Reference number

CA8368 -

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

York College is seeking to appoint a media-buying agency to manage the buying of advertising and media, to manage the recruitment advertising requirements across the

College

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £140,000

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKE21 - York

Main site or place of performance

York College

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

The college has a Marketing Department who manage all elements of the marketing provision and co-ordinate requirements between the College and the external provider.

The primary purpose and operating objectives of both the Colleges marketing function and the appointed media buying partner are to attract and increase applications for all students to ensure that strategic recruitment targets are met.

The College are seeking a partner who knows and understands the media buying function relevant to the Yorkshire region, and specifically the catchment area of the College.

The appointed service provider will be required to attend frequent face to face meetings with the College marketing team, and all travel and other incurred expenses relating to service delivery and meetings will be at the service provider's own expense. The College will not be liable for any expenses incurred through normal service delivery.

### **II.2.5) Award criteria**

Quality criterion - Name: Service Delivery / Weighting: 40.00%

Quality criterion - Name: Customer Care / Weighting: 20.00%

Cost criterion - Name: Price / Weighting: 40.00%

### **II.2.11) Information about options**

Options: Yes

Description of options

48 month(s) from the commencement date, with 24 initial month(s) and option to extend 2x12 month(s)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-003213](#)

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## **Section V. Award of contract**

### **Contract No**

CA8368

### **Title**

York College ITT for Media Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

4 August 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Hybrid News Limited

46-48 Queen Charlotte Street, N7eDQ6?QW9

Bristol

BS1 4HX

Email

[sam.fletcher@hybrid.co](mailto:sam.fletcher@hybrid.co)

Telephone

+44 1172443750

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.Hybrid.co](http://www.Hybrid.co)

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £140,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with [www.multiquote.com](http://www.multiquote.com) and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

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

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

Tenet

Procurement House, 23 Leslie Hough Way

Salford

M6 6AJ

Country

United Kingdom

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

Tenet

Procurement House, 23 Leslie Hough Way

Salford

M6 6AJ

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Tenet

Procurement House, 23 Leslie Hough Way

Salford

M6 6AJ

Country

United Kingdom