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Tender

2022 and 2023 Student Recruitment Campaigns

University of Chester

F02: Contract notice

Notice identifier: 2021/S 000-019015

Procurement identifier (OCID): ocds-h6vhtk-02d1b6

Published 6 August 2021, 11:18am

Section I: Contracting authority

I.1) Name and addresses

University of Chester

Parkgate Road

Chester

CH1 4BJ

Contact

Procurement Services

Email

procurement@chester.ac.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

I.3) Communication

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

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

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/universityofchester>

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

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

2022 and 2023 Student Recruitment Campaigns

Reference number

2021-Aug-01

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Chester is seeking tenders through the UK Open procedure under The Public Contracts Regulations 2015 for the 2022 and 2023 Student Recruitment Campaigns. This is a two year contract with the option to extend for a further 24-months on a year by year basis. The successful agency will also act as our media planner and buyer for digital advertising space offered by UCAS Media, IDP Connect and The Student Room, as well as any other media platforms recommended to us. Please note the estimated total value includes the optional extension periods. The successful agency will also be required to implement a targeted Clearing campaign to attract new prospects and help us to hold on to and convert our Firm and Insurance choice applicants. Further details are available in the tender documents.

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This tender is not divided into lots

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75%

Cost criterion - Name: Pricing / Weighting: 25%

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

There are optional extensions as described above, the 48 month contract period includes the potential optional extensions.

II.2.10) Information about variants

Variants will be accepted: Yes

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

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

Date

6 September 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

6 September 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

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

University of Chester

Parkgate Road

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