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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](mailto: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

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## **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

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## **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

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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.2.2) 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

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## **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

Chester

CH1 4BJ

Email

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

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United Kingdom

Internet address

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