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Tender

638 - The Provision of Marketing, Campaigns, and Media Buying Services

UNIVERSITY OF GLOUCESTERSHIRE

F02: Contract notice

Notice identifier: 2022/S 000-019341

Procurement identifier (OCID): ocds-h6vhtk-035235

Published 14 July 2022, 8:39pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF GLOUCESTERSHIRE

The Park

CHELTENHAM

GL502RH

Contact

Robin Hare

Email

rhare@glos.ac.uk

Telephone

+44 1242714178

Country

United Kingdom

NUTS code

UKK13 - Gloucestershire

Internet address(es)

Main address

www.glos.ac.uk

I.3) Communication

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

<https://in-tendhost.co.uk/glos/asp/ProjectManage/77>

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/glos/asp/ProjectManage/77>

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

638 - The Provision of Marketing, Campaigns, and Media Buying Services

Reference number

UOG/22/638/CMSR

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Provision of Marketing, Campaigns, and Media Buying Services for the University of Gloucestershire.

II.1.5) Estimated total value

Value excluding VAT: £2,580,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK - South West (England)

Main site or place of performance

Gloucestershire area.

II.2.4) Description of the procurement

University of Gloucestershire (UoG) requires an experienced and reputable supplier to provide marketing, communication and brand services for a 3-year period starting on 20 September 2022 and finishing on 19 September 2025.

The contract will be awarded based on Media planning, buying & execution for the three core recruitment campaigns across the year (Apply, Open Days & Clearing) - up to £645,000 pa, including all media and management fees. One supplier will be appointed

for the 3-year period.

The University reserves the right to extend the contract agreement by 1 year at its sole discretion.

Full details can be found in the online tender pack.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

20 September 2022

End date

19 September 2025

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The University reserves the right to extend the contract agreement by 1 year at its sole discretion.

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

19 August 2022

Local time

2:30pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

19 August 2022

Local time

2:35pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 3 to 4 years.

VI.4) Procedures for review

VI.4.1) Review body

University of Gloucestershire

Cheltenham

Email

procurement@glos.ac.uk

Telephone

+44 1242714178

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Reviews will be undertaken in accordance with the provisions of the Public Contracts Regulations 2015.