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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): ocids-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](mailto:rhare@glos.ac.uk)

#### **Telephone**

+44 1242714178

#### **Country**

United Kingdom

**NUTS code**

UKK13 - Gloucestershire

**Internet address(es)**

Main address

[www.glos.ac.uk](http://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.aspx/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.aspx/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

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**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.

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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

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

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## **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](mailto: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.