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Tender

## **Education Recruitment Advertising and Resourcing Services (National) and Educational Media Buying and Associated Services (NERARS)**

Southern Universities Purchasing Consortium (SUPC)

F02: Contract notice

Notice identifier: 2022/S 000-021790

Procurement identifier (OCID): ocds-h6vhtk-034a47

Published 8 August 2022, 5:12pm

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

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

Southern Universities Purchasing Consortium (SUPC)

Reading Enterprise Centre, The University of Reading, Whiteknights Road, Earley Gate

Reading

RG6 6BU

#### **Contact**

Sarah Gibson

#### **Email**

[supc@reading.ac.uk](mailto:supc@reading.ac.uk)

#### **Telephone**

+44 01183784304

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**National registration number**

111357

**Internet address(es)**

Main address

<https://www.supc.ac.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/86623>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=51134&B=SUPC](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=51134&B=SUPC)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=51134&B=SUPC](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=51134&B=SUPC)

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**

Education Recruitment Advertising and Resourcing Services (National) and Educational Media Buying and Associated Services (NERARS)

Reference number

2022/S-000-017314

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

National Education Recruitment Advertising & Resource Services (Lot 1) plus Educational Media Buying and Associated Services (Lot 2)

#### **II.1.5) Estimated total value**

Value excluding VAT: £100,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

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

## **II.2.1) Title**

NERARS

Lot No

1

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

- 79600000 - Recruitment services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341500 - Aerial advertising services
- 79342000 - Marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79300000 - Market and economic research; polling and statistics
- 79310000 - Market research services
- 79320000 - Public-opinion polling services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79342300 - Customer services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey
- 79342320 - Customer-care services
- 79342400 - Auction services
- 79342410 - Electronic auction services

- 79800000 - Printing and related services
- 79810000 - Printing services
- 79811000 - Digital printing services
- 79820000 - Services related to printing
- 79821000 - Print finishing services
- 79821100 - Proofreading services
- 79822000 - Composition services
- 79822500 - Graphic design services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 79900000 - Miscellaneous business and business-related services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

National Education Recruitment Advertising & Resource Services (Lot 1)

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £50,000,000

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

Duration in months

48

This contract is subject to renewal

No

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 10

Objective criteria for choosing the limited number of candidates:

Subject to meeting the published SQ criteria

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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

## **II.2) Description**

### **II.2.1) Title**

Educational Media Buying and Associated Services

Lot No

2

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 79300000 - Market and economic research; polling and statistics
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341500 - Aerial advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79342300 - Customer services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey
- 79342320 - Customer-care services
- 79342321 - Customer-loyalty programme
- 79342400 - Auction services
- 79342410 - Electronic auction services
- 79600000 - Recruitment services
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79811000 - Digital printing services
- 79820000 - Services related to printing
- 79821000 - Print finishing services
- 79821100 - Proofreading services
- 79822000 - Composition services
- 79822500 - Graphic design services

- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 79900000 - Miscellaneous business and business-related services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Educational Media Buying and Associated Services (Lot 2)

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £50,000,000

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

Duration in months

48

This contract is subject to renewal

No

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 12

Objective criteria for choosing the limited number of candidates:

Subject to meeting the published SQ criteria

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As detailed in ITT.

##### **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

#### **III.2) Conditions related to the contract**

##### **III.2.2) Contract performance conditions**

As per procurement documents.

## **Section IV. Procedure**

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

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

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 14

#### **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: [2022/S 000-017314](#)

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

Date

7 September 2022

Local time

11:59pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

30 September 2022

#### **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**

Tender must be valid until: 31 January 2024

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

SUPC is acting as lead organisation on behalf of its members and members of the Higher Education Purchasing Consortium for Wales (HEPCW), the London Universities Purchasing Consortium (LUPC), North Western Universities Purchasing Consortium (NWUPC), North Eastern Universities Purchasing Consortium (NEUPC) and Advanced Procurement for Universities and Colleges (APUC Ltd.).

SUPC is also acting for Higher and Further Education institutions across the UK, including all current and future members of the HE and FE purchasing consortia and their partners, regardless of whether or not they are defined as Contracting Authorities for the purposes of the PCR 2015.

The entire tender process will be conducted electronically and suppliers will need to register their interest online at: <https://uk.eu-spply.com/login.asp?B=SUPC>

All documents will be issued and will need to be returned online.

The Southern Universities Purchasing Consortium (SUPC) is an operating unit of Southern Universities Management Services, a Company limited by guarantee. Registered in England and Wales No. 2732244. Registered Charity No. 1042175.

An electronic auction will not be used for the award of the framework agreement. Institutions may choose to use an electronic auction if undertaking a further competition under the Framework Agreement.

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

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

Southern Universities Purchasing Consortium

Reading Enterprise Centre, The University of Reading, Whiteknights Road, Earley Gate,

Reading

RG6 8BU

Email

[supc@reading.ac.uk](mailto:supc@reading.ac.uk)

Telephone

+44 1183784304

Country

United Kingdom

Internet address

<https://www.supc.ac.uk>

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

Precise information on deadline(s) for review procedures

SQ evaluation completion: 30/09/2022

ITT evaluation completion: 08/12/2022

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

Southern Universities Purchasing Consortium

Reading Enterprise Centre, The University of Reading, Earley Gate, Whiteknights Road,  
P O Box 217, Whiteknights

Reading

RG6 6BU

Email

[supc@reading.ac.uk](mailto:supc@reading.ac.uk)

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