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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

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/rwlentrance_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/rwlentrance_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

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

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

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-supply.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

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

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RG6 6BU

Email

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