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Tender

Creative Agency Services

The University of Cumbria

F02: Contract notice

Notice identifier: 2024/S 000-022697

Procurement identifier (OCID): ocds-h6vhtk-048359

Published 22 July 2024, 2:41pm

Section I: Contracting authority

I.1) Name and addresses

The University of Cumbria

Fusehill Street Campus

Carlisle

CA1 2HH

Email

procurementteam@cumbria.ac.uk

Country

United Kingdom

NUTS code

UKD1 - Cumbria

Internet address(es)

Main address

<http://www.cumbria.ac.uk>

I.3) Communication

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

<http://in-tend.co.uk/universityofcumbria>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://in-tendhous.co.uk/universityofcumbria>

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

Creative Agency Services

Reference number

25-01

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The aim of this tender is to secure a range of experienced contractors who can work in partnership with the University of Cumbria to bring our brand to life. The framework will consist of agencies who can successfully interpret our brand and develop new and existing creative. The targeted and impactful creative will be used to support key business objectives.

II.1.5) Estimated total value

Value excluding VAT: £300,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKD1 - Cumbria

Main site or place of performance

The University of Cumbria - all campuses

II.2.4) Description of the procurement

The aim of this tender is to secure a range of experienced contractors who can work in partnership with the University of Cumbria to bring our brand to life. The framework will consist of agencies who can successfully interpret our brand and develop new and existing creative. The targeted and impactful creative will be used to support key business objectives.

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: £300,000

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

Start date

10 September 2024

End date

9 September 2027

This contract is subject to renewal

Yes

Description of renewals

1 Year extension option subject to satisfactory contract performance

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

N/A

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.1.3) 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: 2

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

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

Date

21 August 2024

Local time

12:00pm

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: 9 September 2027

IV.2.7) Conditions for opening of tenders

Date

21 August 2024

Local time

12:00pm

Place

Electronically

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

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United Kingdom

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