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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](mailto: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

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## **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

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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

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

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## **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**

The University of Cumbria

Fusehill Street

Carlisle

CA1 2HH

Country

United Kingdom

Internet address

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