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Tender

## **Marketing Agency Services**

York St John University

F02: Contract notice

Notice identifier: 2021/S 000-024542

Procurement identifier (OCID): ocds-h6vhtk-02e74c

Published 4 October 2021, 9:14am

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

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

York St John University

Finance Department, Lord Mayor's Walk

York

YO31 7EX

#### **Contact**

Paul Revell

#### **Email**

[p.revell@yorksja.ac.uk](mailto:p.revell@yorksja.ac.uk)

#### **Telephone**

+44 07976436258

#### **Country**

United Kingdom

**NUTS code**

UKE21 - York

**Internet address(es)**

Main address

[www.yorks.ac.uk](http://www.yorks.ac.uk)

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-York:-Marketing-services./2ESR5RY423>

Additional information can be obtained from the above-mentioned address

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**

Marketing Agency Services

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

## Services

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

The University is seeking to appoint a suitably qualified marketing agency or agencies to undertake the provision of effective marketing agency services.

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

Value excluding VAT: £300,000

### **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**

YSJU Marketing Agency Services ITT - Overall marketing campaign activity

Lot No

1

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

- 79342000 - Marketing services

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

NUTS codes

- UKE21 - York

Main site or place of performance

York

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

Digital advertising such as Google pay per click (PPC) search, programmatic banners, social media, geo targeted ads and sponsored content Video on demand (VOD) advertising

Audio advertising on channels such as Spotify and DAX

Print advertising where required (however, we anticipate that this would be limited if at all)

Innovative test and learn activity

#### **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: £200,000

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

Duration in months

36

This contract is subject to renewal

No

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

Variants will be accepted: Yes

#### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://neupc.delta->

[esourcing.com/respond/2ESR5RY423](https://esourcing.com/respond/2ESR5RY423)

## **II.2) Description**

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

YSJU Marketing Agency Services - Specialist outdoor print and digital marketing

Lot No

2

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

- 79342000 - Marketing services

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

NUTS codes

- UKE21 - York

Main site or place of performance

York

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

We require specific knowledge of the geographical areas we are targeting (York, Leeds, Bradford, Wakefield, Newcastle, Sunderland, Northumberland, Teesside, Darlington, Durham, Sheffield, Doncaster, Malton, Driffield, Scarborough).

This outdoor marketing activity could include:

Supermarket and shopping centre advertising

Bus and bus stop advertising

Railway station and city centre advertising

Other outdoor advertising locations

Innovative test and learn activity

### **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: £100,000

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

Duration in months

36

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: Yes

**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.2.14) Additional information**

To respond to this opportunity please click here: <https://neupc.delta-esourcing.com/respond/V953QT487M>

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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 described in tender documents

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2018/S 000-000000](#)

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

Date

29 October 2021

Local time

5:00pm

**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: 29 April 2022

**IV.2.7) Conditions for opening of tenders**

Date

29 October 2021

Local time

5:00pm

Place

York, England



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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-York:-Marketing-services./2ESR5RY423>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/2ESR5RY423>

GO Reference: GO-2021104-PRO-19012969

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

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

York St John University

Lord Mayors Walk

York

YO31 7EX

Telephone

+44 1904876611

Country

United Kingdom

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

York St John University

Lord Mayors Walk

York

YO31 7EX

Telephone

+44 1904876611

Country

United Kingdom