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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

Telephone

+44 07976436258

Country

United Kingdom

NUTS code

UKE21 - York

Internet address(es)

Main address

www.yorksj.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

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-sourcing.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>

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

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

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