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Tender

Advertising Services

University of Wales Trinity Saint David

F02: Contract notice

Notice identifier: 2021/S 000-024659

Procurement identifier (OCID): ocds-h6vhtk-02e7c0

Published 4 October 2021, 4:34pm

Section I: Contracting authority

I.1) Name and addresses

University of Wales Trinity Saint David

Carmarthen Campus

Carmarthen

SA31 3EP

Email

heidi.davies@uwtsd.ac.uk

Telephone

+44 1267676767

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0343

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://www.sell2wales>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.sell2wales>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.sell2wales>

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

Advertising Services

Reference number

UWTSD 2122/161

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The specific provision required will encompass the design, production and placing of advertisements or paid publicity across some or all of the following channels:

Outdoor – billboards, buses, poster sites, targeted appropriately to reach key audiences through an annual recruitment cycle.

Online – targeted online advertising to reach our target audience. This can include social media, PPC, SEM and remarketing.

Print media – local and national press, suitable specific publications.

Other media – radio, subscription music services etc.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The specific provision required will encompass the design, production and placing of advertisements or paid publicity across some or all of the following channels:

Outdoor – billboards, buses, poster sites, targeted appropriately to reach key audiences through an annual recruitment cycle.

Online – targeted online advertising to reach our target audience. This can include social media, PPC, SEM and remarketing.

Print media – local and national press, suitable specific publications.

Other media – radio, subscription music services etc.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

1+1+1

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.1.2) 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.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Date

8 November 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

8 November 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=114453.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(WA Ref:114453)

The buyer considers that this contract is suitable for consortia.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom