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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](mailto: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](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

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## **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

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## **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

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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.2.2) 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

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## **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](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](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