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Tender

## **T23/04\_Distance Learning Strategic Digital Marketing**

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2023/S 000-025010

Procurement identifier (OCID): ocds-h6vhtk-03f6ca

Published 24 August 2023, 4:47pm

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Email**

[Procurement@aru.ac.uk](mailto:Procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH - East of England

#### **Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

### **I.3) Communication**

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

<https://in-tendhost.co.uk/angliaruskinuniversity>

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**

T23/04\_Distance Learning Strategic Digital Marketing

Reference number

T23/04

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

## Services

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

The University are looking for a partner to deliver all the services detailed below including strategy, website maintenance and campaign execution to support the achievement of our ambitious distance learning student recruitment plans. The contract value will be in the region of 80k to 120k per annum across key service areas. The core target audience will be UK and international students looking to study at undergraduate or postgraduate level on one of our 40 online distance learning degrees.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79341000 - Advertising services
- 72414000 - Web search engine providers

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

NUTS codes

- UKH - East of England

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

The University are looking for a partner to deliver all the services detailed below including strategy, website maintenance and campaign execution to support the achievement of our ambitious distance learning student recruitment plans. The contract value will be in the region of 80k to 120k per annum across key service areas. The core target audience will be UK and international students looking to study at undergraduate or postgraduate level on one of our 40 online distance learning degrees.

### **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

No

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

2 x 12 months extensions

**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**

This Tender is being conducted electronically using the Anglia Ruskin University eTendering system which can be found at <https://in-tendhost.co.uk/angliaruskinuniversity/To> receive documents, the users must first register and obtain login details. Existing users should log in to the website and express interest.

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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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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

26 September 2023

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

12 October 2023

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

English

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under Regulation 87 into the award process. UK Legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the Regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in Regulation 92.

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Anglia Ruskin University Higher Education Corporation will incorporate the statutory 10-day standstill period under Regulation 87 into the award process. UK Legislation provides a mechanism for aggrieved parties who have been harmed or who are at risk of harm by Anglia Ruskin University Higher Education Corporation's breach of the Regulations to take action in the High Court. Any such action should be brought promptly and in any event within 30 days of the date the tenderer knew or ought to have known that

grounds for starting proceedings have arisen. The procedures and grounds for appeal are set out in Regulation 92.