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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

Country

United Kingdom

NUTS code

UKH - East of England

Internet address(es)

Main address

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

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.

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

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

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.