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Awarded contract

## **2022 and 2023 Student Recruitment Campaigns**

University of Chester

F03: Contract award notice

Notice reference: 2021/S 000-026942

Published: 27 October 2021, 3:46pm

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

#### **Contact**

Procurement Services

#### **Email**

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

**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**

2022 and 2023 Student Recruitment Campaigns

Reference number

2021-Aug-01

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

- 79342000 - Marketing services

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

Services

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

The University of Chester sought tenders through the UK Open procedure under The Public Contracts Regulations 2015 for the 2022 and 2023 Student Recruitment Campaigns. This is for a two year contract with the option to extend for a further 24-months on a year by year basis. The successful agency will also act as our media planner and buyer for digital advertising space offered by UCAS Media, IDP Connect and The Student Room, as well as any other media platforms recommended to us. Please note the estimated total value includes the optional extension periods. The successful agency will also be required to implement a targeted Clearing campaign to attract new prospects and help us to hold on to and convert our Firm and Insurance choice applicants. Further details were available in the tender documents.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £3,000,000

### **II.2) Description**

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

- 79342000 - Marketing services
- 79600000 - Recruitment services
- 79341400 - Advertising campaign services

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

NUTS codes

- UK - United Kingdom

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

This tender is not divided into lots

## **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 75%

Cost criterion - Name: Pricing / Weighting: 25%

## **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 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: [2021/S 000-019015](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

4 October 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Net Natives Ltd.

Lees House, Dyke Road

Brighton

BN1 3FE

Country

United Kingdom

NUTS code

- UKJ22 - East Sussex CC

National registration number

12357553

The contractor is an SME

Yes

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £3,000,000

Total value of the contract/lot: £3,000,000

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## **Section VI. Complementary information**

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

Email

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

Country

United Kingdom

Internet address

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