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Contract

2022 and 2023 Student Recruitment Campaigns

University of Chester

F03: Contract award notice

Notice identifier: 2021/S 000-026942

Procurement identifier (OCID): ocds-h6vhtk-02d1b6

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

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

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

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](#)

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

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

Country

United Kingdom

Internet address

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