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Tender

Direct Mail and Marketing Fundraising Services

University of Birmingham

F02: Contract notice

Notice identifier: 2022/S 000-027914

Procurement identifier (OCID): ocds-h6vhtk-037305

Published 4 October 2022, 7:33pm

Section I: Contracting authority

I.1) Name and addresses

University of Birmingham

Procurement Division - Finance Office, Aston Webb Building, Edgbaston

Birmingham

B15 2TT

Contact

Paul Markham

Email

p.markham@bham.ac.uk

Telephone

+44 1214158807

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

RC000645

Internet address(es)

Main address

www.birmingham.ac.uk

Buyer's address

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

I.3) Communication

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

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

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

Direct Mail and Marketing Fundraising Services

Reference number

FRAM316/22

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Birmingham seeks to partner with a creative communications agency to provide direct marketing fundraising consultancy and services for approximately 2-direct mail pieces per year. The successful agency will work with the University for a 3-year contract based on annual performance review, with potential for an additional year extension. Activity will fit into the Development and Alumni Relations Office's broader fundraising activity, which includes telephone and face-to-face fundraising. We are seeking an agency that can show significant and recent experience and expertise of developing higher education and/or charity mass fundraising appeals (direct mail, email, digital).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

University of Birmingham, Edgbaston

II.2.4) Description of the procurement

The University of Birmingham seeks to partner with a creative communications agency to provide direct marketing fundraising consultancy and services for approximately 2-direct mail pieces per year. The successful agency will work with the University for a 3-year contract based on annual performance review, with potential for an additional year extension. Activity will fit into the Development and Alumni Relations Office's broader fundraising activity, which includes telephone and face-to-face fundraising. We are seeking an agency that can show significant and recent experience and expertise of developing higher education and/or charity mass fundraising appeals (direct mail, email, digital).

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

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

3 year contract based on annual performance with an option for a 1 yea extension

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

4 November 2022

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

4 November 2022

Local time

12:30pm

Place

University of Birmingham, Edgbaston

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Birmingham

Birmingham

Country

United Kingdom