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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](mailto: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](http://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

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## **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 year extension

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## **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

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## **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