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#### Contract

# The Provision of Marketing, Campaigns, and Media Buying Services

UNIVERSITY OF GLOUCESTERSHIRE

F03: Contract award notice Notice identifier: 2022/S 000-027932 Procurement identifier (OCID): ocds-h6vhtk-035235 Published 5 October 2022, 9:42am

# Section I: Contracting authority

# I.1) Name and addresses

UNIVERSITY OF GLOUCESTERSHIRE

The Park

CHELTENHAM

GL502RH

Contact

**Robin Hare** 

Email

rhare@glos.ac.uk

Telephone

+44 1242714178

Country

United Kingdom

## **Region code**

UKK13 - Gloucestershire

## **Companies House**

06023243

#### Internet address(es)

Main address

www.glos.ac.uk

# 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

The Provision of Marketing, Campaigns, and Media Buying Services

Reference number

#### UOG/22/638/CMSR

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Provision of Marketing, Campaigns, and Media Buying Services for the University of Gloucestershire.

#### II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £1 / Highest offer: £2,580,000 taken into consideration

# **II.2) Description**

#### II.2.3) Place of performance

NUTS codes

• UKK - South West (England)

Main site or place of performance

Gloucestershire area.

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

University of Gloucestershire (UoG) requires an experienced and reputablesupplier to provide marketing, communication and brand services for a 3-yearperiod starting on 20 September 2022 and finishing on 19 September 2025.

The contract will be awarded based on Media planning, buying & execution for thethree core recruitment campaigns across the year (Apply, Open Days & Clearing) -up to  $\pounds 645,000$  pa, including all media and management fees. One supplier will beappointed for the 3-year period.

The University reserves the right to extend the contract agreement by 1 year at its sole discretion.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### II.2.11) Information about options

**Options: Yes** 

Description of options

The University reserves the right to extend the contract agreement by 1 year at its sole discretion.

# 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: 2022/S 000-019341

# 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

7 September 2022

#### V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 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

Hybrid News Ltd

6993551

Bristol

BS1 4HX

Country

United Kingdom

NUTS code

• UKK - South West (England)

**Companies House** 

6993551

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: £2,580,000

Lowest offer: £1 / Highest offer: £2,580,000 taken into consideration

# Section VI. Complementary information

## VI.4) Procedures for review

#### VI.4.1) Review body

University of Gloucestershire

Cheltenham

Email

procurement@glos.ac.uk

Telephone

+44 1242714178

Country

United Kingdom

#### VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Reviews will be undertaken in accordance with the provisions of the Public Contracts Regulations 2015.