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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): ocids-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 reputable supplier to provide marketing, communication and brand services for a 3-year period starting on 20 September 2022 and finishing on 19 September 2025.

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