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Contract

UCA Marketing Agency Support 1

University For the Creative arts

F03: Contract award notice

Notice identifier: 2021/S 000-028073

Procurement identifier (OCID): ocds-h6vhtk-02aed5

Published 9 November 2021, 3:00pm

Section I: Contracting authority

I.1) Name and addresses

University For the Creative arts

Falkner Road

Farnham

GU9 7DS

Contact

Procurement

Email

procurement@uca.ac.uk

Telephone

+44 1252892638

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.uca.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

UCA Marketing Agency Support 1

Reference number

UCA/2021/MKTG/MAAS

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University for the Creative Arts is currently out to tender for UCA - Marketing Agency Support. The tender consists of two lots: 1. UK marketing support 2. International marketing support. Suppliers that would like to take part in this tender process are invited to Express Interest until Midday 11 June 2021 upon which they will be given access to the full tender documentation through this e-tendering system. Tender submissions must be received by Midday 11 June 2021. Please allow sufficient time to make your return as late returns will not be permitted. Any questions relating to this tender should be made via correspondence on the website and can be addressed to the main contact as shown in the details above.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,900,000

II.2) Description

II.2.1) Title

UCA - Marketing Agency Support 2

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The University for the Creative Arts (UCA) would like to invite suppliers to partake in a tender for marketing agency support. The tender consists of two lots: 1. UK marketing support2. International marketing support

II.2.5) Award criteria

Price

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

II.2) Description

II.2.1) Title

UCA - Marketing Agency Support 1

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The University for the Creative Arts (UCA) would like to invite suppliers to partake in a tender for marketing agency support. The tender consists of two lots: 1. UK marketing support2. International marketing support

II.2.5) Award criteria

Price

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-010084](#)

Section V. Award of contract

Contract No

UCA/2021/MKTG/MAAS

Title

UCA/2021/MKTG/MAAS

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 November 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Education Cubed Ltd

Brighton

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £1,500,000

Lowest offer: £150,000 / Highest offer: £1,950,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

UCA

Farnham

Country

United Kingdom

