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Contract

## **Bury College - Marketing Services Framework**

Bury College

F03: Contract award notice

Notice identifier: 2024/S 000-028214

Procurement identifier (OCID): ocds-h6vhtk-0482d0

Published 4 September 2024, 9:53am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Bury College

Market Street

Manchester

BL9 0BG

#### **Email**

[information@burycollege.ac.uk](mailto:information@burycollege.ac.uk)

#### **Telephone**

+44 1612808280

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.burycollege.ac.uk/>

Buyer's address

<http://www.burycollege.ac.uk/>

**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**

Bury College - Marketing Services Framework

Reference number

CA14417 -

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Bury College - Marketing Services Framework for a 3 year £0 guaranteed spend with option for 1 year extension

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £399,999

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKD33 - Manchester

Main site or place of performance

Manchester

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

Bury College - Marketing Services Framework for a 3 year £0 guaranteed spend with option for 1 year extension

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality/Technical Criteria / Weighting: 45.00%

Price - Weighting: 55.00%

#### **II.2.11) Information about options**

Options: Yes

Description of options

48 month(s) from the commencement date, with 36 initial month(s) and option to extend 1x12 month(s)

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **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: [2024/S 000-022483](#)

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## **Section V. Award of contract**

### **Contract No**

CA14417

### **Title**

Bury College - Marketing Services Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

4 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

The Cusp Marketing

Swansea

SA2 0LU

Email

[hello@the-cusp.com](mailto:hello@the-cusp.com)

Telephone

+44 7974982713

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.the-cusp.com](http://www.the-cusp.com)

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Glued

10 Millers Bank, Broom

Alcester

B504HZ

Email

[robharrison@gluedlimited.co.uk](mailto:robharrison@gluedlimited.co.uk)

Telephone

+44 7787557197

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.gluedlimited.co.uk](http://www.gluedlimited.co.uk)

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

BRIGHT ADVERTISING LIMITED

Church End, Barley

ROYSTON

SG8 8JW

Email

[office@brightadvertising.co.uk](mailto:office@brightadvertising.co.uk)

Telephone

+44 1763849977

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.brightadvertising.co.uk](http://www.brightadvertising.co.uk)

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £399,999



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## **Section VI. Complementary information**

### **VI.3) Additional information**

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with [www.multiquote.com](http://www.multiquote.com) and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Tenet Education Services

North Lindsey College

Scunthorpe

DN17 1AJ

Email

[nigel.dexter@tenetservices.com](mailto:nigel.dexter@tenetservices.com)

Telephone

+44 7879190769

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).