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Tender

## T1087 CER Advertising and Marketing

University of Essex

F02: Contract notice

Notice identifier: 2024/S 000-028708

Procurement identifier (OCID): ocds-h6vhtk-049909

Published 9 September 2024, 8:39am

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

#### I.1) Name and addresses

University of Essex

Colchester

CO4 3SQ

#### **Email**

procure@essex.ac.uk

#### Country

**United Kingdom** 

#### **Region code**

UKH3 - Essex

#### Internet address(es)

Main address

#### www.essex.ac.uk

#### I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://supplierlive.proactisp2p.com/Account/Login

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://supplierlive.proactisp2p.com/Account/Login

#### 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

T1087 CER Advertising and Marketing

Reference number

T1087

#### II.1.2) Main CPV code

• 79341000 - Advertising services

#### II.1.3) Type of contract

#### Services

#### II.1.4) Short description

The University of Essex runs numerous advertising campaigns each year to attract students to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

#### II.1.5) Estimated total value

Value excluding VAT: £10,000,000

#### II.1.6) Information about lots

This contract is divided into lots: No

#### II.2) Description

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

• 79341400 - Advertising campaign services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

The University of Essex runs numerous advertising campaigns each year to attract students to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing is across UK and international priority markets, for attracting undergraduate, postgraduate taught and postgraduate research students.

Please see the draft specification for further information included in this tender pack for the SQ stage.

#### II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### II.2.6) Estimated value

Value excluding VAT: £10,000,000

# II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

**Duration in months** 

36

This contract is subject to renewal

Yes

Description of renewals

The initial contract length will be three years with subsequent options to extend by two years, twice. (3 + 2 + 2).

#### II.2.10) Information about variants

Variants will be accepted: No

#### 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

Restricted 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.2.2) Time limit for receipt of tenders or requests to participate

Date

9 October 2024

Local time

12:00pm

## IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

9 September 2024

#### IV.2.4) Languages in which tenders or requests to participate may be submitted

English

## Section VI. Complementary information

## VI.1) Information about recurrence

This is a recurrent procurement: Yes

## VI.4) Procedures for review

### VI.4.1) Review body

**Royal Courts of Justice** 

The Strand

London

WC2A 2LL

Country

**United Kingdom**