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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