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Tender

## **Higher Education Marketing Agency to Support the Implementation of Student Recruitment Campaigns**

University of Chester

F02: Contract notice

Notice identifier: 2023/S 000-029705

Procurement identifier (OCID): ocids-h6vhtk-040906

Published 9 October 2023, 2:15pm

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

#### **Contact**

Procurement Services

#### **Email**

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://in-tendhost.co.uk/universityofchester>

Buyer's address

[www.chester.ac.uk](http://www.chester.ac.uk)

**I.3) Communication**

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

<https://in-tendhost.co.uk/universityofchester>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofchester>

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

Higher Education Marketing Agency to Support the Implementation of Student Recruitment Campaigns

Reference number

2023-Oct-01

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

- 79342000 - Marketing services

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

Services

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

The University of Chester is seeking tenders for a specialist Higher Education marketing agency through the UK Open Procedure under the Public Contracts Regulations 2015 and The Public Procurement (Amendment etc.) (EU Exit) Regulations 2020 to support primarily with media planning and buying for its student recruitment campaigns. This will be a two-year contract with the option to extend for a further 24-months on a year-by-year basis. Although the University is looking for an agency to help principally with media planning and buying, the expectation is that the successful agency will work collaboratively with the University on campaign strategy, providing relevant audience, market, and competitor insights to help the University gain a competitive advantage. Further to this, from time-to-time, the University may wish to tap into any creative services available within the agency to help with the production of creative assets and development of our messaging strategy.

### **II.1.5) Estimated total value**

Value excluding VAT: £3,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

The specific requirements of this contract are for the implementation of our 2024, 2025

and 2026 UK student recruitment campaigns. It should be noted that a media plan for the pre-application stage of the 2024 recruitment campaign is already being implemented, so the initial focus, following the award of a contract, will be on post application conversion and late applications for the 2024 cycle, as well as early engagement for the 2025 cycle. Further to this, we may also require support for postgraduate and international student recruitment campaigns. Further details are available in the tender documents. Please note the estimated total value includes the optional extension periods.

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

Quality criterion - Name: Quality Evaluation / Weighting: 60

Cost criterion - Name: Pricing Evaluation / Weighting: 40

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

Duration in months

50

This contract is subject to renewal

No

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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

Date

8 November 2023

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

8 November 2023

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

Email

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

Country

United Kingdom

Internet address

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