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Tender

Public Relations Agency for Ravensbourne University London

Ravensbourne University London

F02: Contract notice

Notice identifier: 2024/S 000-030883

Procurement identifier (OCID): ocds-h6vhtk-04a359

Published 26 September 2024, 7:49pm

Section I: Contracting authority

I.1) Name and addresses

Ravensbourne University London

Penrose Way

London

SE10 0EW

Email

procurement@rave.ac.uk

Country

United Kingdom

Region code

UKI - London

National registration number

N/A

Internet address(es)

Main address

www.rave.ac.uk

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/81165>

I.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=82167&B=LUPC

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=82167&B=LUPC

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Public Relations Agency for Ravensbourne University London

Reference number

EP215 Ravensbourne PR Agency

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

Ravensbourne University London (RUL) invites proposals from Public Relations (PR) agencies to provide comprehensive PR services to the University for a three-year period. Subject to mutual agreement, the contract may be extended for a further 12 months.

The selected agency will be responsible for developing and executing PR strategies to enhance Ravensbourne University London's brand visibility with key audiences, build our reputation as a university of choice in our subjects of focus, and improve communications with our external stakeholders. Whilst also making the case for creative education in the UK.

The objective of this tender is to identify and engage a PR agency that can effectively represent RUL, helping in the achievement of its communications objectives. The agency should demonstrate creativity, strategic thinking and a track record of success in PR campaigns.

II.1.5) Estimated total value

Value excluding VAT: £250,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - London
- UK - United Kingdom

Main site or place of performance

London

II.2.4) Description of the procurement

The objective of this tender is to identify and engage a PR agency that can effectively represent Ravensbourne University London, helping in the achievement of its communications objectives. The agency should demonstrate creativity, strategic thinking, and a track record of success in PR campaigns.

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: £250,000

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

Start date

6 January 2025

End date

5 January 2028

This contract is subject to renewal

Yes

Description of renewals

For three years with a possible additional year subject to performance and mutual agreement.

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per the ITT documents.

III.1.2) Economic and financial standing

List and brief description of selection criteria

As per the ITT documents.

Minimum level(s) of standards possibly required

As per the ITT documents.

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per the ITT documents.

Minimum level(s) of standards possibly required

As per the ITT documents.

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Date

28 October 2024

Local time

5:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 21 December 2024

IV.2.7) Conditions for opening of tenders

Date

28 October 2024

Local time

5:00pm

Place

Via EU Supply portal

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

Royal Courts of Justice

London

Country

United Kingdom