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Tender

## **YSJ Marketing Agency Services ITT Oct 2024**

York St John University

F02: Contract notice

Notice identifier: 2024/S 000-031280

Procurement identifier (OCID): ocds-h6vhtk-04a467

Published 1 October 2024, 10:05am

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

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

York St John University

Lord Mayors Walk

York

YO31 7EX

#### **Contact**

Victoria Murden

#### **Email**

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

#### **Telephone**

+44 1904876216

#### **Country**

United Kingdom

**Region code**

UKE21 - York

**National registration number**

04498683

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://neupc.delta-esourcing.com/>

Additional information can be obtained from another address:

York St John University

Lord Mayors Walk

York

YO31 7EX

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Victoria Murden

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**Internet address(es)**

Main address

<https://www.yorks.ac.uk/>

Tenders or requests to participate must be submitted electronically via

<https://neupc.delta-esourcing.com/>

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

**I.4) Type of the contracting authority**

Other type

University

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

YSJ Marketing Agency Services ITT Oct 2024

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

- 79342000 - Marketing services

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

Services

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

The University is seeking to appoint a suitably qualified provider for Marketing Agency Services, specifically for working with the Marketing Team on high-profile marketing campaigns.

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

Value excluding VAT: £1,700,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKE21 - York

Main site or place of performance

York

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

The University is seeking to appoint a suitably qualified provider for Marketing Agency Services, specifically for working with the Marketing Team on high-profile marketing

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: £1,700,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

We are looking to appoint a marketing agency to provide support to the University for an initial period of two years. There will be an optional one year extension and a further optional one year extension. Any extension(s) would be subject to a positive review of performance from the perspective of both the specific marketing campaigns and the support provided by the agency, as well as the working relationship.

### **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 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

4 November 2024

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

4 November 2024

Local time

12:00pm

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## **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.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=892635673>

GO Reference: GO-2024101-PRO-27879376

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

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

York St John University

Lord Mayors Walk

York

YO31 7EX

Email

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

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