

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/031503-2022>

Contract

Henley Business School Marketing Partner

University of Reading

F03: Contract award notice

Notice identifier: 2022/S 000-031503

Procurement identifier (OCID): ocds-h6vhtk-034e93

Published 8 November 2022, 9:32am

Section I: Contracting authority

I.1) Name and addresses

University of Reading

Miller Building, P.O. Box 227, Whiteknights

Reading

RG6 6AB

Contact

Susan Morse

Email

s.morse@reading.ac.uk

Telephone

+44 1183788305

Country

United Kingdom

NUTS code

UKJ11 - Berkshire

Internet address(es)

Main address

www.reading.ac.uk/procurement

Buyer's address

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

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

Henley Business School Marketing Partner

Reference number

UOR-MAR-22-006

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Henley is looking for a creative and innovative agency to support a broad range of marketing activities which underpin the business school's ambitions and plans for growth. Our markets are global, the needs and preferences of our audiences are changing, and competition is increasing. The following three capabilities are important for us to develop a high performing marketing strategy.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £5,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKJ11 - Berkshire

II.2.4) Description of the procurement

Henley is looking for a creative and innovative agency to support a broad range of marketing activities which underpin the business school's ambitions and plans for growth. Our markets are global, the needs and preferences of our audiences are changing, and competition is increasing. The following three capabilities are important for us to develop a high performing marketing strategy.

II.2.5) Award criteria

Price

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-018411](#)

Section V. Award of contract

Contract No

HBS-MAR-22-006

Title

Henley Marketing Services Partner

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 October 2022

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Eleven Miles Limited

Avalon, Oxford Road, Bournemouth, England, BH8 8EZ

Bournemouth

BH8 8EZ

Country

United Kingdom

NUTS code

- UKJ3 - Hampshire and Isle of Wight

National registration number

06661625

Internet address

www.elevenmiles.com

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £5,000,000

Total value of the contract/lot: £5,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

LegalServices

PO BOX 217 Whiteknights House

Reading

RG6 6AH

Email

legalservices@reading.ac.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Legalservices

PO BOX 217 Whiteknights House

Reading

RG6 6AH

Country

United Kingdom