

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](mailto: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](http://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](http://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](mailto: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