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Contract

## **Public Affairs Consultancy**

University of Exeter

F03: Contract award notice

Notice identifier: 2023/S 000-032040

Procurement identifier (OCID): ocds-h6vhtk-03dc2e

Published 30 October 2023, 4:20pm

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

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

University of Exeter

Northcote House

Exeter

EX4 4QH

#### **Contact**

Jodie Underhay

#### **Email**

[j.underhay@exeter.ac.uk](mailto:j.underhay@exeter.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKK4 - Devon

**National registration number**

RC000653

**Internet address(es)**

Main address

<http://www.exeter.ac.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/53042>

**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**

Public Affairs Consultancy

Reference number

UOE/2023/027/JU

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

- 79416000 - Public relations services

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

Services

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

We require the development of a bespoke public affairs and investment strategy for the University of Exeter, based on the institution's core strengths, that will:

1. Attract inward investment for the University from the UK Government, public bodies, business and other private investors to deliver and scale its programmes and innovations, gain competitive advantage, and maximise its impact.
2. Influence national policymaking to support delivery of the University's priorities, and to use the University's successes as a model for national reform.
3. Build awareness of our strengths in a way that leads to new partnerships, within specific sectors and government departments so that we build a reputation for unique contributions to tackling systemic national/global challenges across the environment, health and social justice.

#### **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: £180,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services

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

NUTS codes

- UKK4 - Devon

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

The University of Exeter invites companies to bid to develop a bespoke public affairs and investment strategy and delivery plan. The strategy will be based on the institution's core strengths, and support it to secure inward investment, influence and awareness. The strategy should align to the UK's ambitions and match up the University's strategic priorities with the local, regional and national opportunities ahead.

### **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

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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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-018002](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Public Affairs Consultancy

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 October 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received by electronic means: 10

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

**V.2.3) Name and address of the contractor**

Public First

Ashleigh Villa

Nottingham

NG10 1BY

Email

[jonathan.simons@publicfirst.co.uk](mailto:jonathan.simons@publicfirst.co.uk)

Telephone

+44 7866581073

Country

United Kingdom

NUTS code

- UKF1 - Derbyshire and Nottinghamshire

National registration number

261057622

The contractor is an SME

Yes

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

Total value of the contract/lot: £180,000

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom