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Tender

SU29(24) Out Of Home (OOH) Advertising

Swansea University

F02: Contract notice

Notice identifier: 2023/S 000-032285

Procurement identifier (OCID): ocds-h6vhtk-0410e5

Published 1 November 2023, 12:12pm

Section I: Contracting authority

I.1) Name and addresses

Swansea University

Procurement Office, Swansea University, Singleton Park

Swansea

SA2 8PP

Email

procurement@swansea.ac.uk

Telephone

+44 1792602779

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

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

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0345

I.3) Communication

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

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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

SU29(24) Out Of Home (OOH) Advertising

Reference number

SU29(24)

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The appointed contractor will have extensive expertise in managing and implementing OOH advertising to include (but not exclusively) billboards, transport systems, video on demand. Contractors are expected to be professionally certified and have a deep understanding of the student recruitment cycle for Undergraduate and Postgraduate students in the UK and internationally.

The total value is estimated to be between GBP 800,000 and GBP 1,200,000 over the four year maximum period.

II.1.5) Estimated total value

Value excluding VAT: £1,200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

II.2.4) Description of the procurement

The appointed contractor will have extensive expertise in managing and implementing

OOH advertising to include (but not exclusively) billboards, transport systems, video on demand. Contractors are expected to be professionally certified and have a deep understanding of the student recruitment cycle for Undergraduate and Postgraduate students in the UK and internationally.

The total value is estimated to be between GBP 800,000 and GBP 1,200,000 over the four year maximum period.

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: £1,200,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

1 year extension option

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.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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

5 December 2023

Local time

2:00pm

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

English, Welsh

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

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

5 December 2023

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=136039

(WA Ref:136039)

The buyer considers that this contract is suitable for consortia.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom