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Tender

Marketing Services

London South Bank University

F02: Contract notice

Notice identifier: 2022/S 000-034432

Procurement identifier (OCID): ocds-h6vhtk-038ae0

Published 6 December 2022, 9:37am

Section I: Contracting authority

I.1) Name and addresses

London South Bank University

103 Borough Road

London

SE1 0AA

Contact

Alex Mills

Email

millsa13@lsbu.ac.uk

Telephone

+44 02078156017

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://lsbu.ac.uk/contact-us>

I.3) Communication

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

<https://lupc.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://lupc.bravosolution.co.uk>

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

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

Marketing Services

Reference number

22-006

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Framework - Single Supplier

II.1.5) Estimated total value

Value excluding VAT: £4,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Marketing Services -

- Media planning, buying, placement and optimisation
- Creative Services
- Management and co-ordination of advertisements/campaigns
- Management Information
- Providing ad hoc support to the Campaigns Team, as well as larger Marketing

and Communications department

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: £4,000,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

Objective criteria for choosing the limited number of candidates:

Evaluation of SSQ responses

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

9 January 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

17 January 2023

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

English

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)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

LSBU

London

Country

United Kingdom