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Contract

Award of Campaign Planning & Delivery, Strategic Student Recruitment & Creative Agency Glasgow Caledonian University (GCU)

Glasgow Caledonian University

F03: Contract award notice

Notice identifier: 2022/S 000-035598

Procurement identifier (OCID): ocds-h6vhtk-0323a9

Published 16 December 2022, 9:38am

Section I: Contracting authority

I.1) Name and addresses

Glasgow Caledonian University

70 Cowcaddens Road

Glasgow

G4 0BA

Email

procurement@gcu.ac.uk

Telephone

+44 1413313578

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.gcu.ac.uk/procurement>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00195

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Award of Campaign Planning & Delivery, Strategic Student Recruitment & Creative Agency Glasgow Caledonian University (GCU)

Reference number

GC-MKT-2022-01

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking a Contractor for campaign planning and delivery, strategic student recruitment & creative agency services. The University require an agency that is equipped to provide effective, measurable and proven strategic recruitment solutions and campaigns through expertise in the HE sector, media buying market and digital and social technologies and content creation/development.

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: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

Main site or place of performance

Glasgow Caledonian University

II.2.4) Description of the procurement

The University is seeking a Contractor for campaign planning and delivery, strategic student recruitment & creative agency services. The University require an agency that is equipped to provide effective, measurable and proven strategic recruitment solutions and campaigns through expertise in the HE sector, media buying market and digital and social technologies and content creation/development.

II.2.5) Award criteria

Quality criterion - Name: Methodology / Weighting: 30

Quality criterion - Name: Added Value and Innovation / Weighting: 30

Quality criterion - Name: Key Personnel / Weighting: 10

Quality criterion - Name: Sustainable Procurement – University Values / Weighting: 5

Price - Weighting: 25

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

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: [2022/S 000-007439](#)

Section V. Award of contract

Contract No

GC - MKT - 2022 - 01

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 August 2022

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Penna plc

Millenium Bridge House, 2 Lambeth Hill

London

EC4V 4BG

Telephone

+44 000000

Fax

+44 000000

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:717048)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court

PO Box 23, 1 Carlton Place

Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom