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Contract

## **Creative Agency Services**

The University of Cumbria

F03: Contract award notice

Notice identifier: 2024/S 000-035775

Procurement identifier (OCID): ocds-h6vhtk-048359

Published 5 November 2024, 11:56am

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

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

The University of Cumbria

Fusehill Street Campus

Carlisle

CA1 2HH

#### **Email**

[procurementteam@cumbria.ac.uk](mailto:procurementteam@cumbria.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKD1 - Cumbria

#### **Internet address(es)**

Main address

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

#### **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**

Creative Agency Services

Reference number

25-01

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

- 79413000 - Marketing management consultancy services

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

Services

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

The aim of this tender is to secure a range of experienced contractors who can work in partnership with the University of Cumbria to bring our brand to life. The framework will consist of agencies who can successfully interpret our brand and develop new and existing creative. The targeted and impactful creative will be used to support key business objectives.

##### **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: £300,000

## **II.2) Description**

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

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKD1 - Cumbria

Main site or place of performance

The University of Cumbria - all campuses

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

The aim of this tender is to secure a range of experienced contractors who can work in partnership with the University of Cumbria to bring our brand to life. The framework will consist of agencies who can successfully interpret our brand and develop new and existing creative. The targeted and impactful creative will be used to support key business objectives.

### **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**

Open procedure

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

The procurement involves the establishment of a framework agreement

#### **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: [2024/S 000-022697](#)

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

### **Contract No**

25-01

A contract/lot is awarded: Yes

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

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

4 November 2024

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

Number of tenders received: 27

Number of tenders received from SMEs: 27

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 27

The contract has been awarded to a group of economic operators: Yes

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

SMRS

2 Express Works, 3 George Leigh Street

Manchester

M46BD

Country

United Kingdom

NUTS code

- UKD36 - Greater Manchester North West

National registration number

3365804

The contractor is an SME

Yes

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

Whistlejacket

6th Floor the Charlotte Building, 17 Gresse Street

London

W1T1QL

Country

United Kingdom

NUTS code

- UKI3 - Inner London – West

National registration number

9021526

The contractor is an SME

Yes

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

Shark Hartley Atkinson

west 2, Asma Court , Newcastle Business Park

Newcastle

NE47YD

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

National registration number

6303161

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £300,000

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

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

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

The University of Cumbria

Fusehill Street

Carlisle

CA1 2HH

Country

United Kingdom

Internet address

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