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Contract

## **Higher Education Marketing Agency to Support the Implementation of Student Recruitment Campaigns**

University of Chester

F03: Contract award notice

Notice identifier: 2023/S 000-037706

Procurement identifier (OCID): ocds-h6vhtk-040906

Published 21 December 2023, 2:36pm

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

#### **Contact**

Procurement Services

#### **Email**

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://in-tendhost.co.uk/universityofchester>

Buyer's address

[www.chester.ac.uk](http://www.chester.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**

Higher Education Marketing Agency to Support the Implementation of Student Recruitment Campaigns

Reference number

2023-Oct-01

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

- 79342000 - Marketing services

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

Services

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

The University of Chester invited tenders for a specialist Higher Education marketing agency through the UK Open Procedure under the Public Contracts Regulations 2015 and The Public Procurement (Amendment etc.) (EU Exit) Regulations 2020 to support primarily with media planning and buying for its student recruitment campaigns. This will be a two-year contract with the option to extend for a further 24-months on a year-by-year basis. Although the University was looking for an agency to help principally with media planning and buying, the expectation is that the successful agency will work collaboratively with the University on campaign strategy, providing relevant audience, market, and competitor insights to help the University gain a competitive advantage. Further to this, from time-to-time, the University may wish to tap into any creative services available within the agency to help with the production of creative assets and development of our messaging strategy.

#### **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: £3,000,000

## **II.2) Description**

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

- 79342000 - Marketing services

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

NUTS codes

- UK - United Kingdom

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

The specific requirements of this contract are for the implementation of our 2024, 2025 and 2026 UK student recruitment campaigns. It should be noted that a media plan for the pre-application stage of the 2024 recruitment campaign is already being implemented, so the initial focus, following this award, will be on post application conversion and late applications for the 2024 cycle, as well as early engagement for the 2025 cycle. Further to this, we may also require support for postgraduate and international student recruitment campaigns. Further details were available in the tender documents. Please note the estimated total value includes the optional extension periods. The values stated in this notice are not for the marketing agency fees, but are for the total budget estimated across the potential 4 years of this contract for all associated media and advertising costs. The Marketing Agency costs are estimated to be between £200,000 and £250,000 depending upon actual requirements across the potential 4 years of this contract.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality Evaluation / Weighting: 60

Cost criterion - Name: Pricing Evaluation / Weighting: 40

### **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 000-029705](#)

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

A contract/lot is awarded: Yes

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

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

19 December 2023

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

Number of tenders received: 12

Number of tenders received from SMEs: 10

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

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

Net Natives Limited

Lees House, 21-33 Dyke Road,

Brighton

BN1 3FE

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

12357553

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: £3,000,000

Total value of the contract/lot: £3,000,000

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## **Section VI. Complementary information**

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

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

University of Chester

Parkgate Road

Chester

CH1 4BJ

Email

[procurement@chester.ac.uk](mailto:procurement@chester.ac.uk)

Country

United Kingdom

Internet address

<https://in-tendhost.co.uk/universityofchester>