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Contract

YSJ Marketing Agency Services

York St John University

F03: Contract award notice

Notice identifier: 2024/S 000-041122

Procurement identifier (OCID): ocds-h6vhtk-04c9f8

Published 20 December 2024, 10:05am

Section I: Contracting authority

I.1) Name and addresses

York St John University

Lord Mayors Walk

York

YO31 7EX

Email

procurement@yorksja.ac.uk

Telephone

+44 1904876216

Country

United Kingdom

Region code

UKE21 - York

Internet address(es)

Main address

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

Buyer's address

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

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

YSJ Marketing Agency Services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Marketing Agency Services

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: £1,700,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE21 - York

Main site or place of performance

York

II.2.4) Description of the procurement

Marketing Agency Services

II.2.5) Award criteria

Quality criterion - Name: Account Management and key people aligned to the account /
Weighting: 10

Quality criterion - Name: Proposal and evidence of capability including creative /
Weighting: 25

Quality criterion - Name: Customer Support and Service / Weighting: 10

Quality criterion - Name: Social value / Weighting: 10

Quality criterion - Name: Management information and reporting / Weighting: 10

Quality criterion - Name: Innovation and new solutions / Weighting: 10

Cost criterion - Name: Pricing and overall value for money / 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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-000000](#)

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

18 December 2024

V.2.2) Information about tenders

Number of tenders received: 15

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

V.2.3) Name and address of the contractor

Hybrid News Limited

46-48 Queen Charlotte Street

Bristol

BS1 4HX

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

06993551

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: £1,700,000

Total value of the contract/lot: £1,700,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=910988660>

GO Reference: GO-20241219-PRO-28959564

VI.4) Procedures for review

VI.4.1) Review body

York St John University

Lord Mayors Walk

York

YO31 7EX

Telephone

+44 1904876216

Country

United Kingdom