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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](mailto: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

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

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

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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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

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

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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**

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

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## **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