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Tender

**d48dba6f-6cae-4157-ab5d-31cc672aeedf**

University of Essex

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-071936

Procurement identifier (OCID): ocds-h6vhtk-05dc88

Published 7 November 2025, 11:14am

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## Scope

## Reference

T1170

## Description

The University of Essex runs numerous advertising campaigns each year to attract students to study with us. These are run through the Marketing and Student Recruitment office who are responsible for the University's student recruitment marketing. Focus of this marketing is across UK and international priority markets, for attracting undergraduate and postgraduate taught students.

The appointed agency will work closely with the marketing team at the University of Essex to deliver activity which contributes to our recruitment growth objectives and is in-line with all other student recruitment activity. This work will need to be in-line with our brand identity and annual recruitment campaign guidelines.

### **Total value (estimated)**

- £8,333,333.33 excluding VAT
- £10,000,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 October 2026 to 30 September 2029
- Possible extension to 30 September 2033
- 7 years

Description of possible extension:

3 year initial contract with 2 optional 24 month extensions available

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services

### **Contract locations**

- UKH3 - Essex

## **Submission**

### **Enquiry deadline**

1 December 2025, 12:00pm

### **Submission type**

Requests to participate

### **Tender submission deadline**

8 December 2025, 12:00pm

### **Submission address and any special instructions**

<https://supplierlive.proactisp2p.com/Account/Login>

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

### **Award decision date (estimated)**

30 March 2026

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## Award criteria

<b>Name</b>	<b>Description</b>	<b>Type</b>
Quality	ITT Quality evaluation is estimated to utilise 70% (ITT Stage weighting subject to change prior to commencement of ITT stage)	Quality
Price	ITT Price evaluation is estimated to utilise 30% (ITT Stage weighting subject to change prior to commencement of ITT stage)	Price

## Weighting description

PSQ stage will utilise 100% quality evaluation

ITT Quality evaluation is estimated to utilise 70%

ITT Price evaluation is estimated to utilise 30%

(ITT Stage weighting subject to change prior to commencement of ITT stage)

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## Other information

### Conflicts assessment prepared/revised

Yes

## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Competitive flexible procedure description**

Competitive Flexible Procedure

PSQ stage with shortlisting

ITT Stage

Presentation Stage

Notification of Outcome / Assessment Summary stage

(Please see associated documentation linked to this procurement for further detail and predicted timelines)

### **Justification for not publishing a preliminary market engagement notice**

On the 9th September 2024 we initiated a restricted procurement procedure under public contract regulations 2015 and published a contract notice (2024/S 000-028708) for the same requirement. Unfortunately, following the procurement process the contract was not able to continue in the way we had planned and therefore we are reaching back out to the market and conducting a new process under the procurement act 2023 regulations. However, as the previous process was just over one year ago we feel that the contract notice allowed a wide array of the market to submit interest and we evaluated fifteen supplier SQ submissions so feel we have a good knowledge of the market already but are more than happy for new entrants to also respond to this new tender notice if the requirements fit their services.

## Contracting authority

### University of Essex

- Public Procurement Organisation Number: PQBL-6931-JNGJ

Wivenhoe Park

Colchester

CO4 3SQ

United Kingdom

Contact name: Aston Baker

Email: [procure@essex.ac.uk](mailto:procure@essex.ac.uk)

Website: <http://www.essex.ac.uk>

Region: UKH34 - Essex Haven Gateway

Organisation type: Public authority - sub-central government