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Tender

T1170 - Advertising and Marketing

University of Essex

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

Notice identifier: 2025/S 000-074690

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

Published 18 November 2025, 11:18am

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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

Contract locations

- UKH3 - Essex
-

Submission

Enquiry deadline

1 December 2025, 12:00pm

Submission type

Tenders

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

Award criteria

Name	Description	Type
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)

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

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

Region: UKH34 - Essex Haven Gateway

Organisation type: Public authority - sub-central government